

NO. 42
APR
2025

MAD™



SHAL POLISH

TOM BUNK

**BEAUTIFUL GIRL
OF THE MONTH**

READS 'MAD'



MAD

NO. 42

APRIL 2025

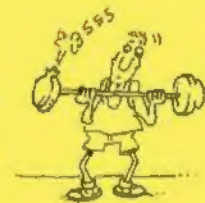
WILLIAM M. GAINES FOUNDER

SUZY HUTCHINSON ART DIRECTOR

BERN MENDOZA ASSOCIATE ART DIRECTOR



- 02** A MAD Look at Beautification
- 06** Body Modification Trends of the Future, MAD #369, May 1998
- 09** One Evening at the Health Club, MAD #123, Dec 1968
- 10** Spy Vs. Spy Vs. Spy
- 13** Yoga Positions That Occur in Everyday Life, MAD #426, Feb 2003
- 16** Universal Pet Peeves of Beloved Yoga Masters, MAD #505, Oct 2010
- 17** The Totally Amazing Ab Terrorizer!!!, MAD #362, Oct 1997
- 18** The Schlubstance (A MAD Movie Parody)
- 20** Laser-Tag Hair Removal: Fun Way to De-Fuzz, or Gravely Dangerous?
- 22** The Ten Commandments of Body Piercing, MAD #340, Oct/Nov 1995
- 24** MAD Reader!, MAD #11, May 1954
- 29** Bleech Shampoos, MAD #90, Oct 1964
- 30** It's Time to Unfollow a Health Influencer When...
- 32** The Lighter Side of Health Nuts, MAD #191, Jun 1977
- 37** The MAD Orthodontia Primer, MAD #145, Sep 1971
- 40** A MAD Peek Behind the Scenes at a Health Spa, MAD #264, Jul 1986
- 42** A MAD Commentary: Tattoos, MAD #310, Apr 1992
- 45** The Miss American Beauty Pageant (A MAD TV Parody), MAD #107, Dec 1966
- 50** Signs You're Fixated on Flawlessness
- 52** Unavoidable Exercises for the Urban Dweller, MAD #165, Mar 1974
- 54** A MAD Guide to Radical Self-Improvement, MAD #14, Aug 2020
- 56** The Final Face Lift, MAD #10, Dec 2019, MAD #3, Oct 2018



CONTRIBUTING ARTISTS & WRITERS The Usual Gang of Idiots

EDITORIAL CONSULTANT Paula Sevenbergen

INSIDE BACK COVER A MAD Fold-In by Johnny Sampson

VARIOUS PLACES Drawn Out Dramas by Sergio Aragonés

COVER ARTIST Tom Bunk

ORIGINALLY PUBLISHED IN MAD #11, May 1954

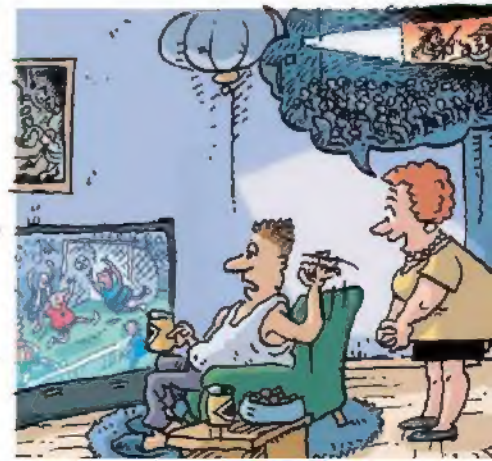
ARTIST **BASIL WOLVERTON**

WRITER **HARVEY KURTZMAN**

The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented mostly unaltered (and with crossed fingers) for historical reference.



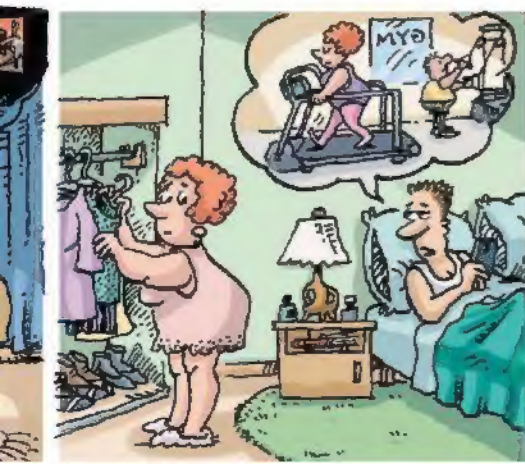
A MAD LOOK AT



BEAUTiFICATION



WRITER & ARTIST SERGIO ARAGONÉS COLORIST CARRIE STRACHAN









Every generation develops its own "protest look." In the sixties, the ultimate expression of rebellion was to have long, greasy hair. Today, the only people with long greasy hair work in the film industry or manage comic book shops. Currently, tattoos and body piercings identify Gen-X trendies rebelling against society and their parents. But tomorrow, you might need tattoos to get into the Boy Scouts! That's the problem with protest looks—society eventually accepts and gets used to them, meaning the next generation has to come up with an even more outrageous and grotesque trend. What does the future hold? Let's travel down not-yet-memory lane and explore...

BODY MODIFICATION TRENDS OF THE FUTURE

WRITER BRIAN & SEAN FARRELLY
ARTIST TOM BUNK



2000

RASTA NOSTRILS

The exotic, reggae-drenched underground cool of Rastafarianism hits cultural peak when the nose-hair fad sweeps the nation.



2012

BODY WARPING

Leg and arm bones are deliberately broken and permanently reset in positions that nature never intended. Favorite styles include the "butterfly knot," the "pretzel," and the ever-popular "YMCA."





2023 PIRATE COOL

Needless amputations and prosthetic limbs become the ultimate in radical fashion when a look dubbed "pirate cool" sweeps the nation. Kids everywhere go in for peg legs, hooks, and laser eye removal surgery.



2026 WRINKLE CHIC

An offshoot of the baggy pants look of the 90s, baggy skin becomes all the rage. People have their epidermis pulled and stretched like saltwater taffy until their faces and bodies attain that wrinkly, casual, totally fly shar-pei dog look.



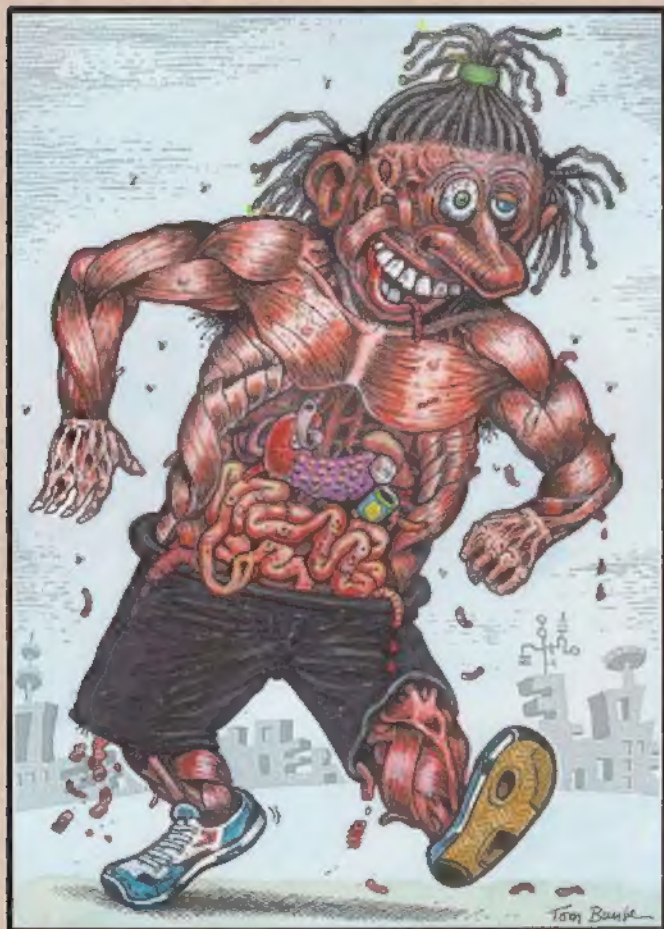
2028 BODY WELDING aka CONJOINOPLASTY

Having your boyfriend's or girlfriend's name tattooed on your body is no longer enough to express your eternal devotion. Instead, couples display their commitment to each other by undergoing "body welding," a process in which their flesh is stitched together at a spot of their choosing, joining them forever in a permanent bond of love and togetherness.



2030 UNICORNOPLASTY

Tough guy wannabes everywhere have a unicorn horn surgically implanted in their foreheads. Besides having a new symbol of their rugged individuality, they can also take part in bloody head-butting contests to settle their mating, financial, and sports trivia disputes with friends and rivals.



2036 CELLOPHANE STYLE

Layers of skin are surgically removed and replaced with clear transparent plastic in order to expose internal organs and blood vessels, attaining the trendy "Slim Goodbody/visible man" look.



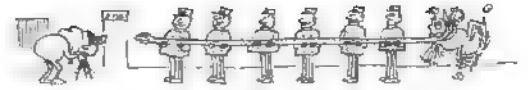
2033 TATTOO A-GLOW-GLOW

Flourescent ink and microchips implanted undernaeth the skin make possible the newest in body augmentation—flashing neon tattoos! Programmable to flash different messages, most opt to announce their allegiance to a gang or a band, or to publicize there homepage on the web.

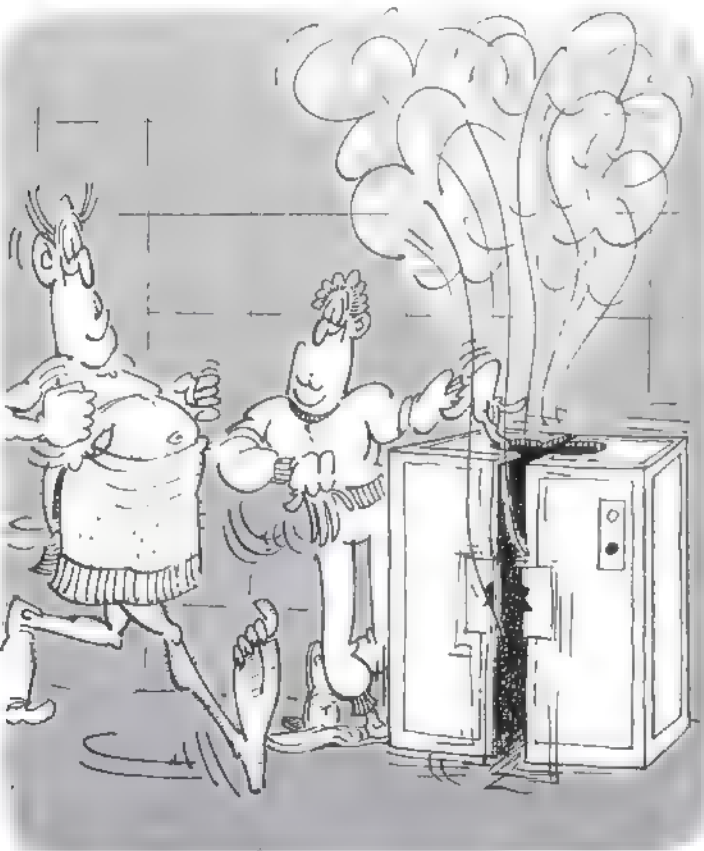
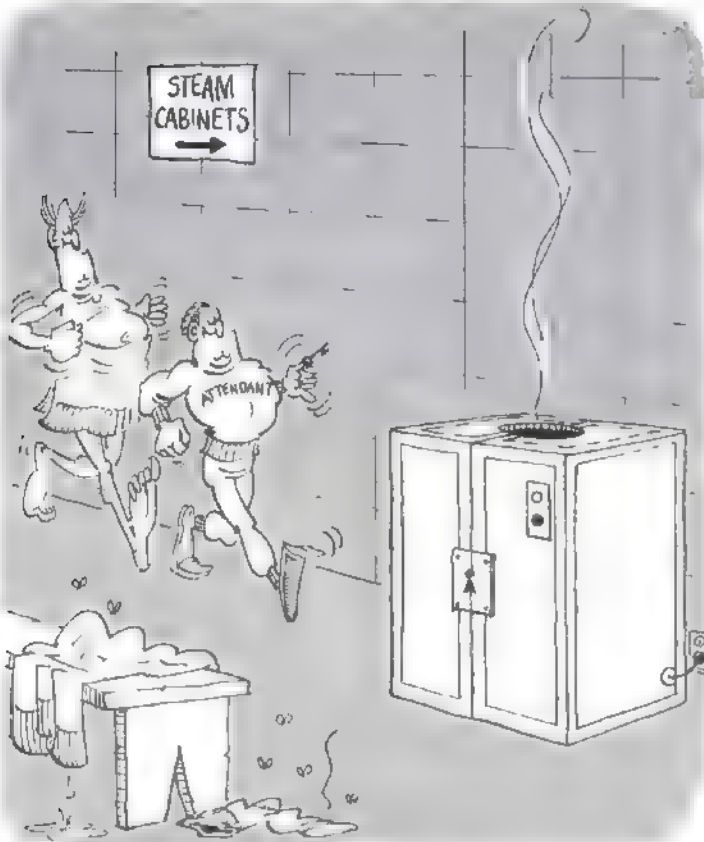


2040 CRITTERIZING aka MANIMAL MORPHING

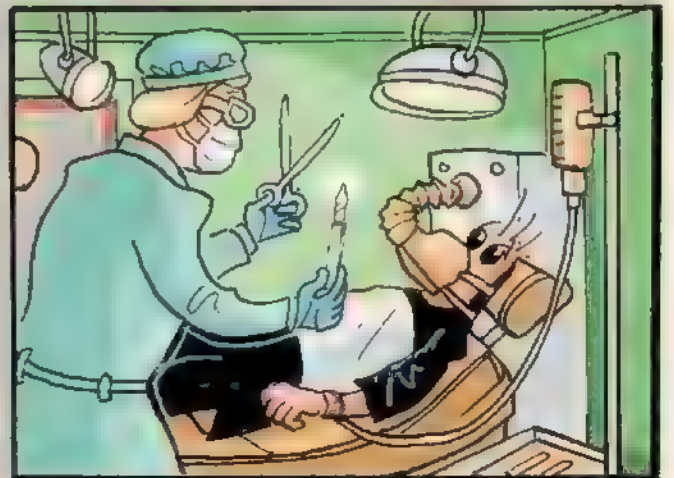
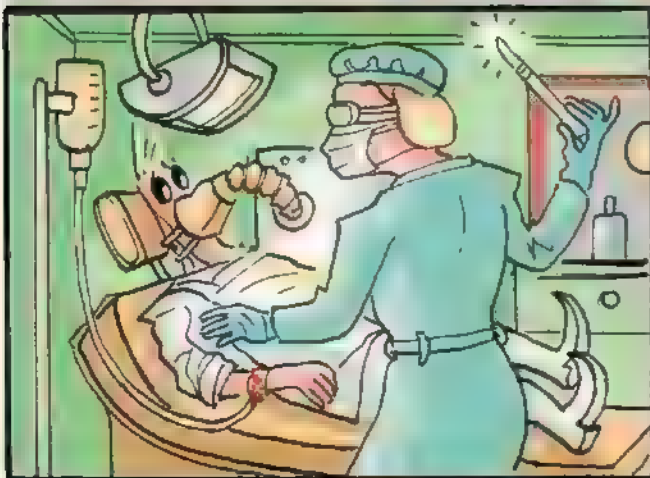
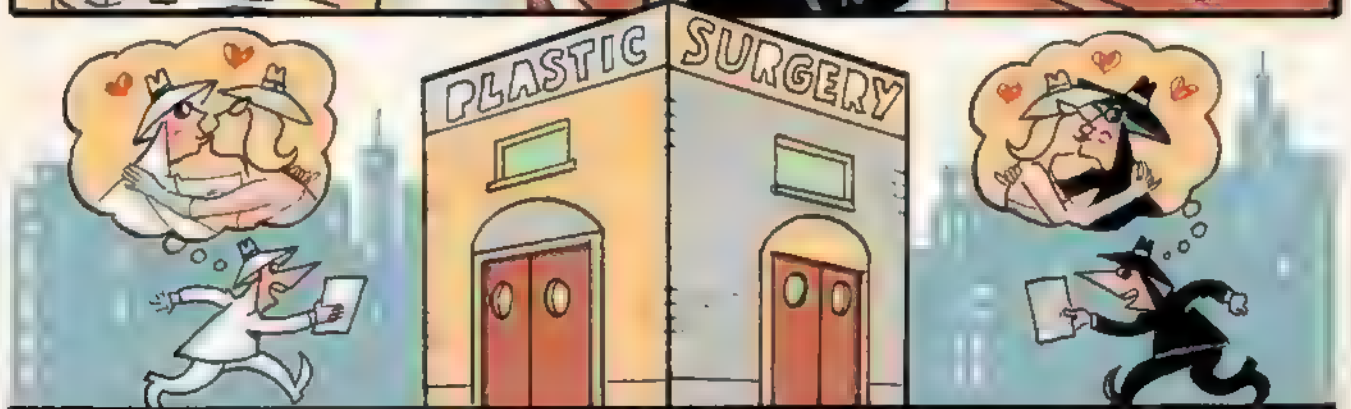
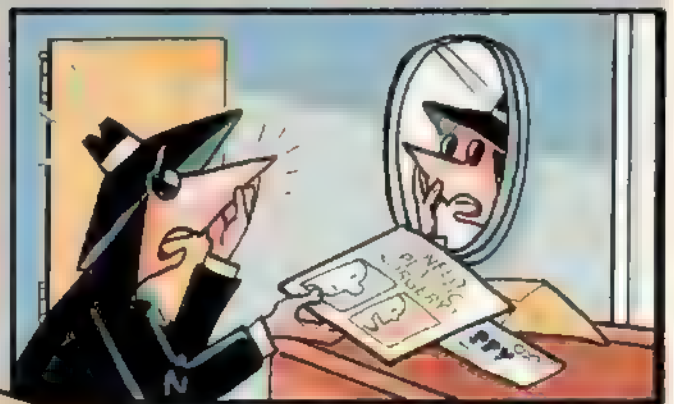
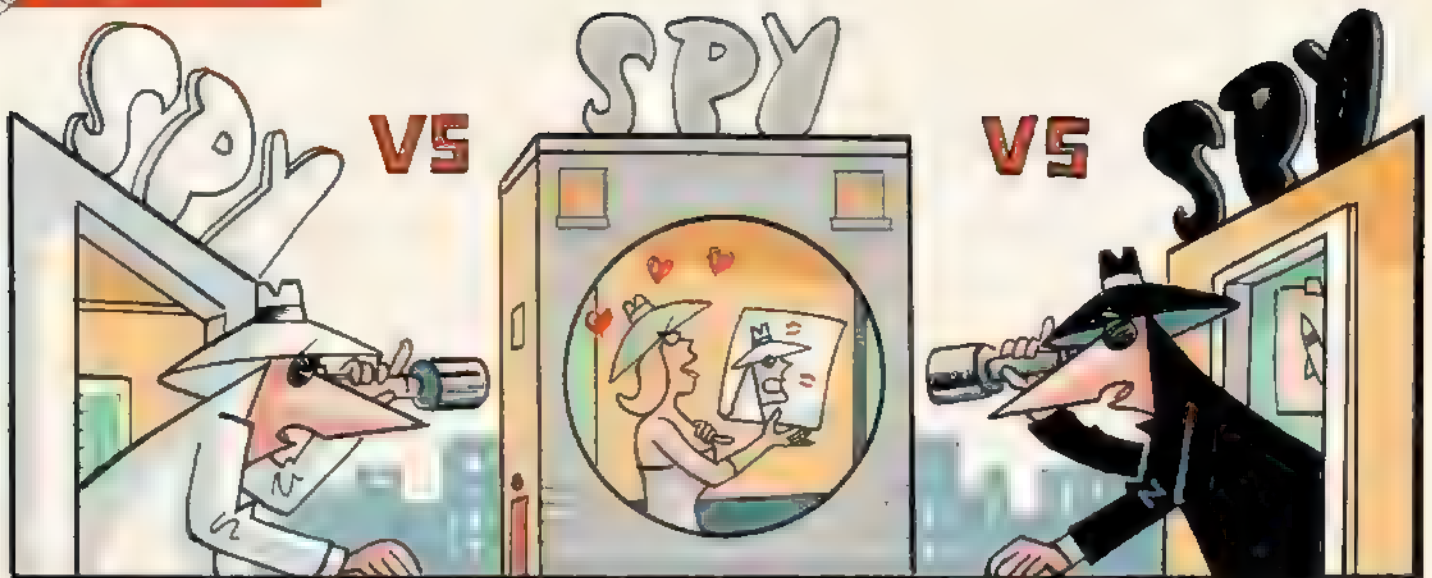
Radical animal lovers undergo procedures to resemble the creatures the most adore. Elective options add udders, hupms, and marsupial pouches. Sea lovers have blowholes and gills created, and can add steel wire piercings through their cheeks, creating the makeshift catfish look so in vogue.

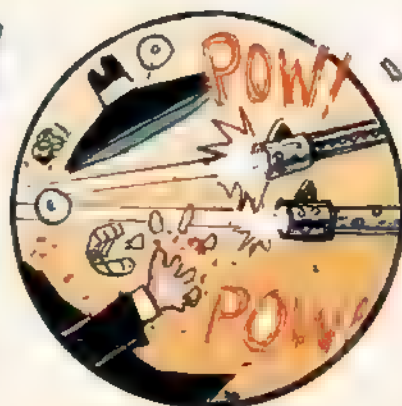
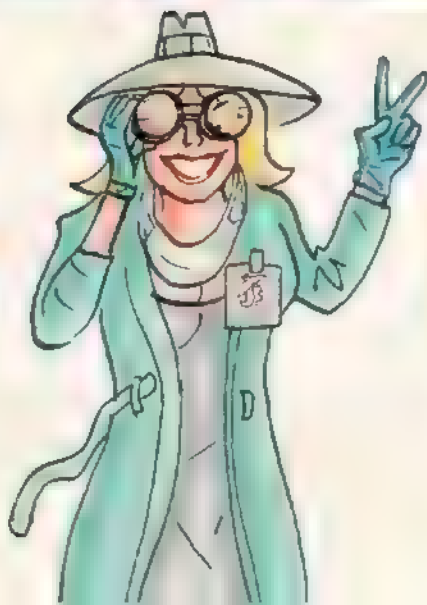
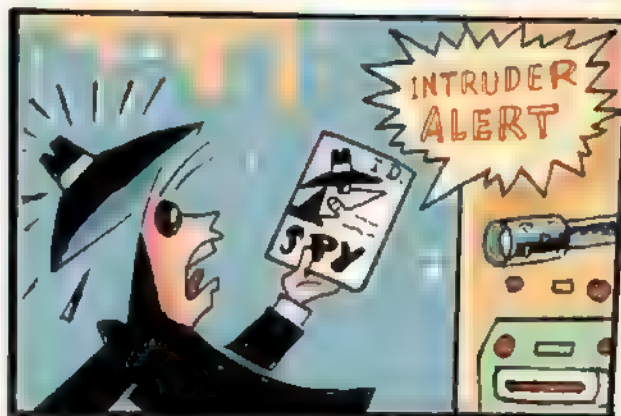
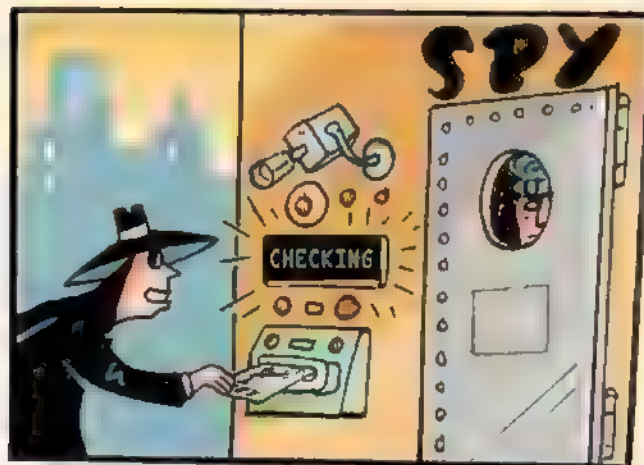
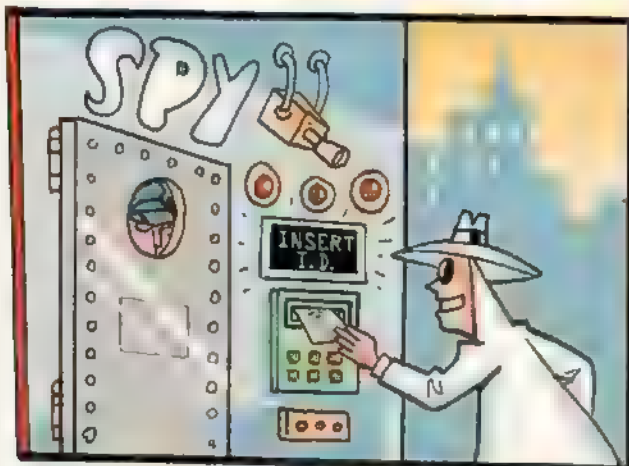
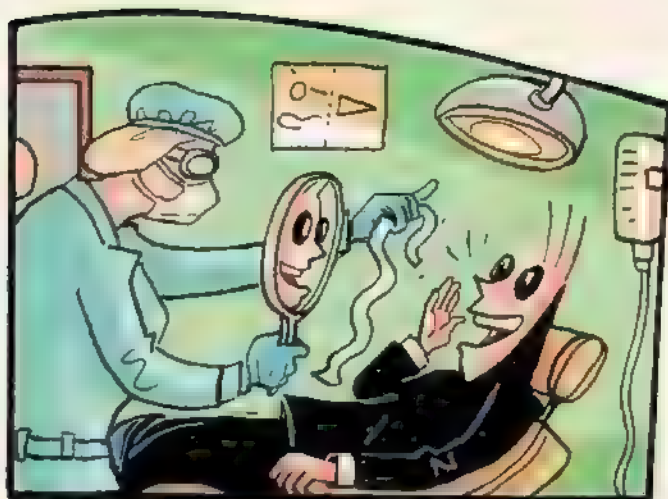
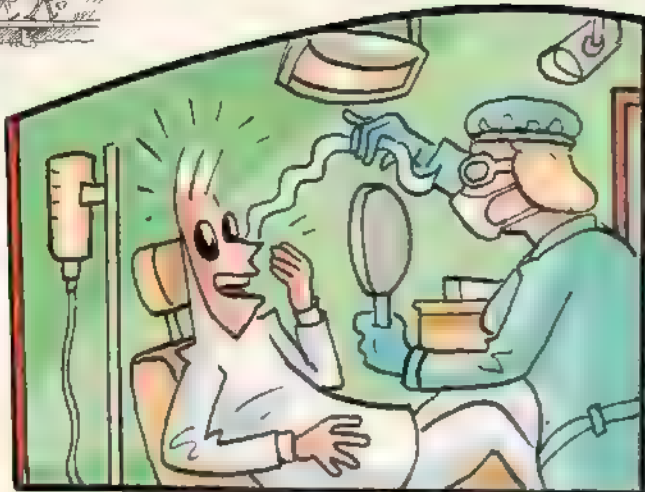
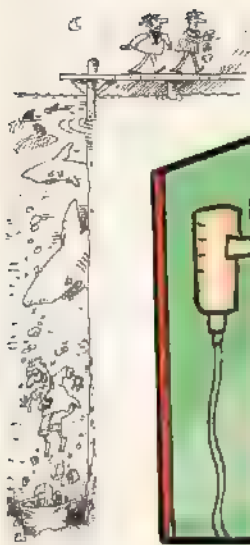


ONE EVENING AT THE HEALTH CLUB



ORIGINALLY PUBLISHED IN MAD #123 DEC 1968

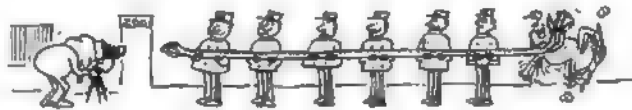
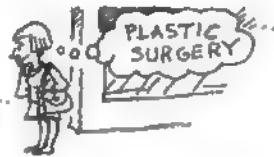




DRAWN OUT DRAMAS

BY

Sergio Aronson





WAR OF THE POSES DEPT.

Most people who seek enlightenment and peace through yoga attend strenuous classes, visit weird ashrams, and endlessly repeat mind-numbing mantras (fa fa om, fa fa om, fa fa om)! But the truth is you don't need training, knowledge or dedication of any kind to be a true Yoga master, because you already are one! In fact, whether you realize it or not, you practice difficult and advanced Yoga postures on an everyday basis, which you're sure to recognize in these...

WRITER **GARY HALLGREN**
ART ST **DARREN JOHNSON**

YOGA

POSITIONS

THAT OCCUR IN DAILY LIFE

THE YOGA POSITION

THE REAL LIFE EQUIVALENT



Ox Pose



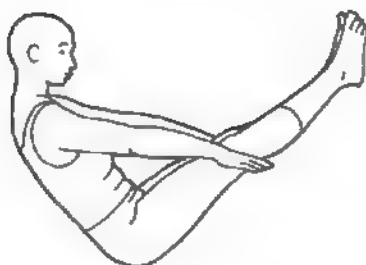
Vomiting your guts out after a long night of hard drinking



Holy Fig Tree Pose



Putting the angel on top of the Christmas tree



Boat Posture



Lifting legs for vacuum

THE YOGA POSITION



Shoulder Stand

THE REAL LIFE EQUIVALENT



Putting on tight jeans

THE YOGA POSITION



Tree Pose



Child Pose



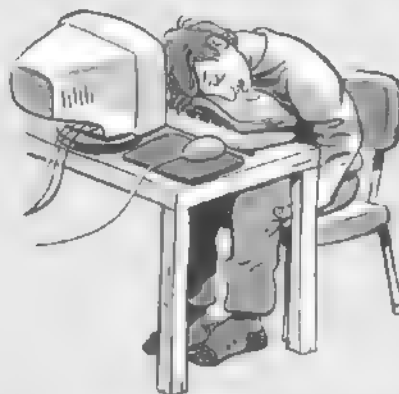
Playing dead to avoid making small talk



Eagle Pose



Folded Pose



Falling asleep while pulling all-nighters during finals week



Supine Twist



Cows Arms



Trying to get something off your back



Lotus Pose

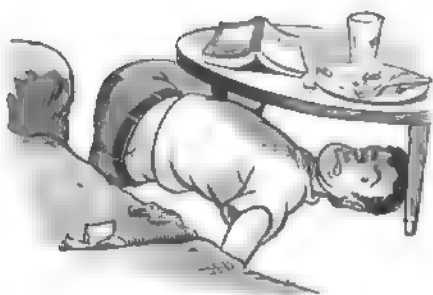
THE REAL LIFE EQUIVALENT



Holding it in on a long public restroom line



Riding the subway at rush hour



Retrieving remote from under sofa



Sitting in back of an economy car

THE YOGA POSITION



Standing Half Lotus



Extended Triangle



Chair Pose



Swan Pose

THE REAL LIFE EQUIVALENT



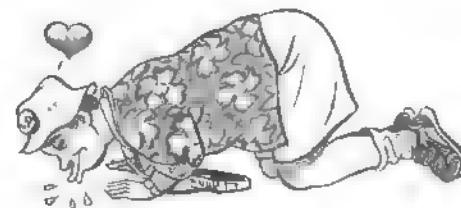
Checking to see what you've stepped in



Pumping gas from the wrong side



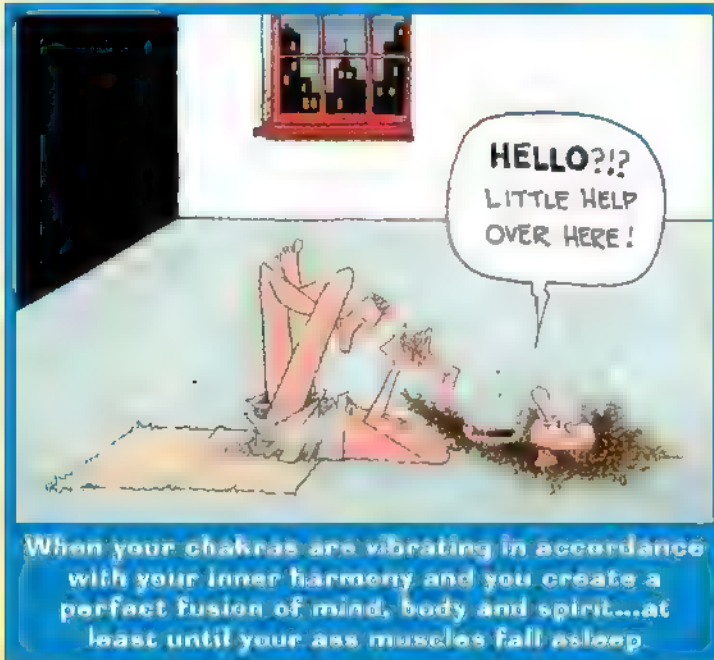
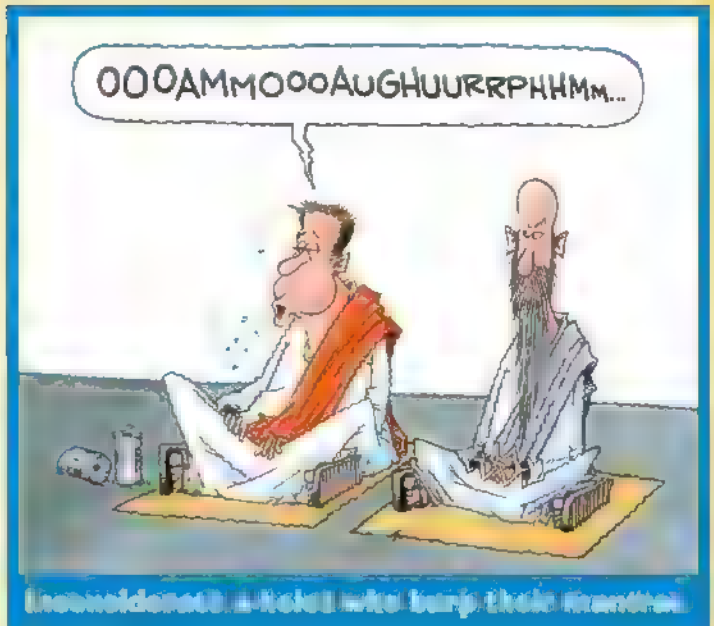
Squatting over a nasty public toilet while holding door with broken latch closed



Kissing American soil after returning from a budget cruise from hell

Universal Pet Peeves of Beloved Yoga Masters

WRITER & ARTIST JOHN CALDWELL



**NEW!!!
FROM
NORDIC
TRAP!!!**

THE TOTALLY AMAZING

AB TERRORIZER!!!™

You can have incredible ABS with JUST ONE REP PER DAY!!!

You read that right! Just one rep per day! That's because the patented granite headrest on each and every AB Terrorizer weighs an incredible 786 pounds!



What makes this incredible progress possible?

The AB Terrorizer is a phenomena. combination of weights, pulleys, leverage and advertising hype

Isn't it difficult to do even one rep with a 786 pound headrest?

Normally, it would be very difficult. But because of the precision tooling and geometrically sound leverage pivot points of the AB Terrorizer, the 786 pounds is no more difficult to lift than a small Buick of equal weight!

Does the AB Terrorizer come with any guarantee?

Absolutely! We guarantee that the AB Terrorizer is the last piece of exercise equipment you will ever buy! That's because once you receive and examine firsthand this phenomenal piece of engineering, we're sure you will have learned your lesson to never again fall prey to the phenomenal y ridiculous claims made by mail-order exercise equipment manufacturers!

The complete AB Terrorizer is only \$249.95! There are no hidden extras! Your AB Terrorizer is available for pickup at either of our two convenient warehouse locations in Kowloon Peninsula, Hong Kong or Krakow, Poland. Should you wish delivery to your home, the AB Terrorizer is still only \$249.95, plus \$2,374.85 freight, handling and bubble wrap. For even faster service call 1-800-HERNIA!

*Seven reps, done in conjunction with a daily regimen of running, rollerblading, wrestling, mountain climbing, liquid diet, yoga, aerobics, swimming, hiking, cross country skiing, sit ups, push ups, liposuction, chin ups, vitamins, food supplements, a round-the-clock personal trainer and a professional air brush artist.

USE THIS MONEY SPENDING COUPON RIGHT NOW!!!

Yes! Rush me my AB Terrorizer right away! I understand that if for any reason I am unhappy or not completely satisfied, Nordic Trap guarantees to feel phenomenally sympathetic for my disappointment without being required to refund the purchase price or assume any other responsibility whatsoever. This same sympathy clause applies to Nordic Trap's exclusive iron-clad warranty should my AB Terrorizer ever break down or malfunction in any way.

Name: _____
Address: _____
City/State: _____
ZIP: _____

Mail to: Ab Terrorizer
T Reps Drive
Dubious Claims, Nebraska
68504



Before you start any exercise program, consult a doctor. Before bringing an AB Terrorizer into your home, consult a structural engineer.

Have you ever considered the loneliness of the physically perfect—those whose good looks alienate them from the jowlier masses? Meet Eli Twinkle, a man so desperate to fit in, he resorts to an ugly solution...

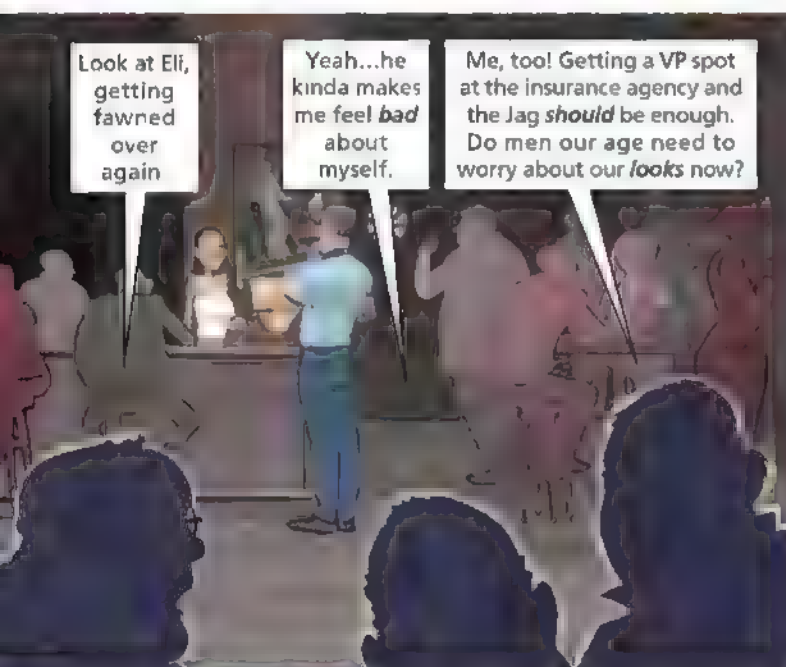
THE SCHLUBSTANCE

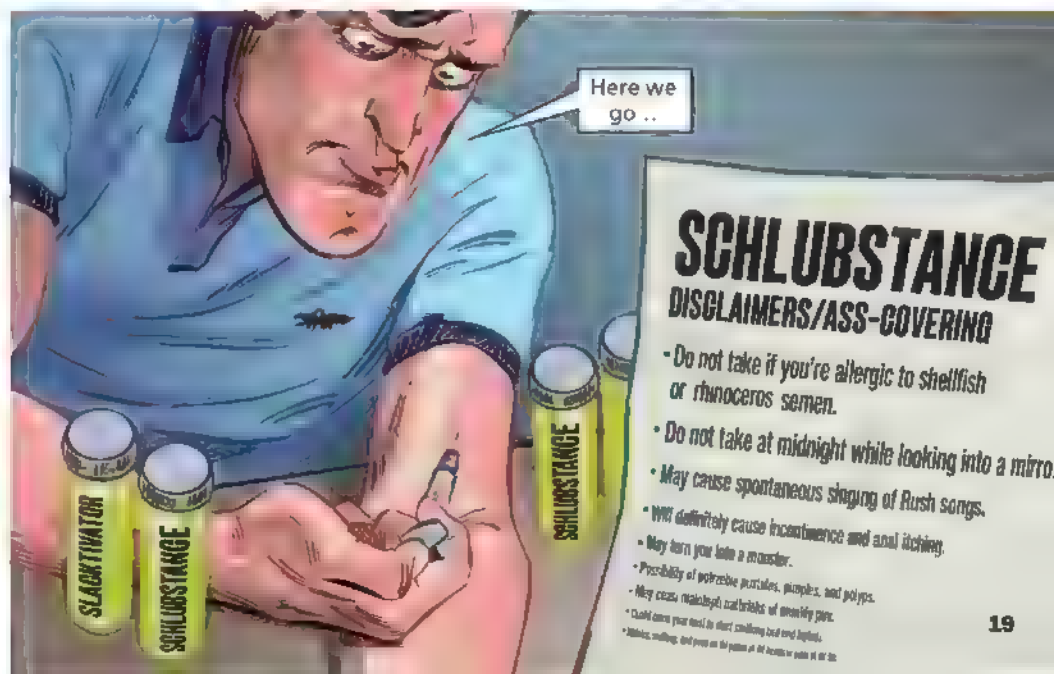
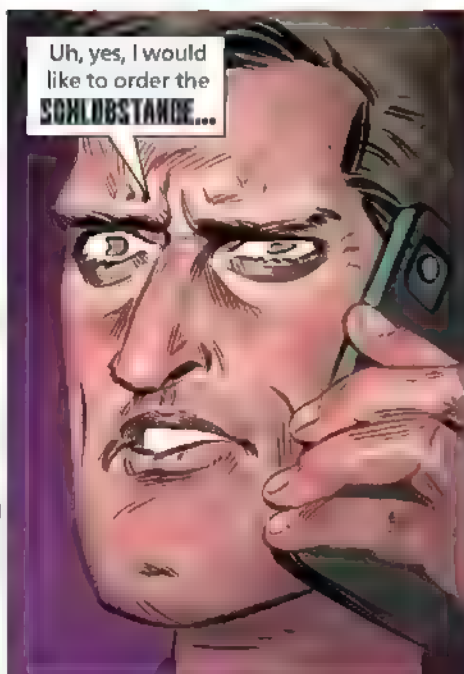
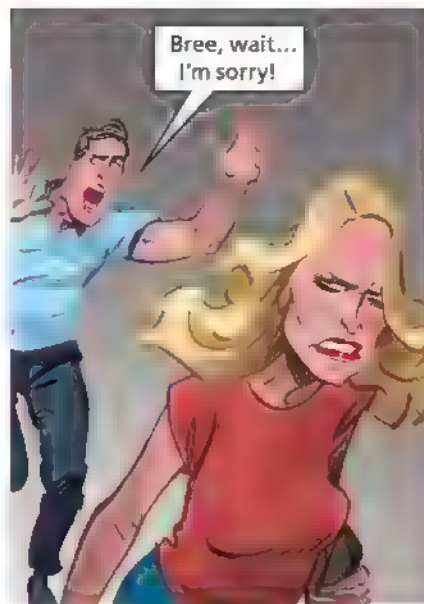
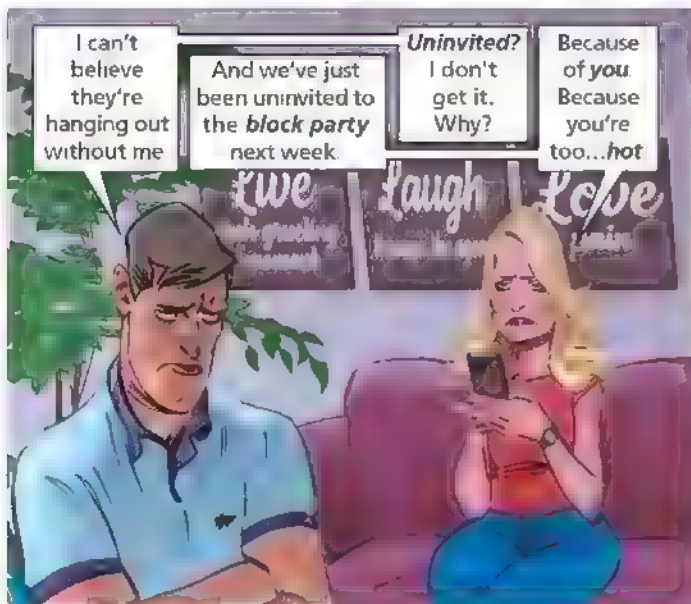
WRITER PAULA SEVENBERGEN

ARTIST BERNARD MORA

You're fifty??
You look
amazing! What's
your secret?

Beer and
wings? Haha.
No, just good
genes, really.



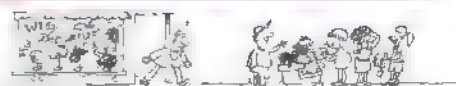
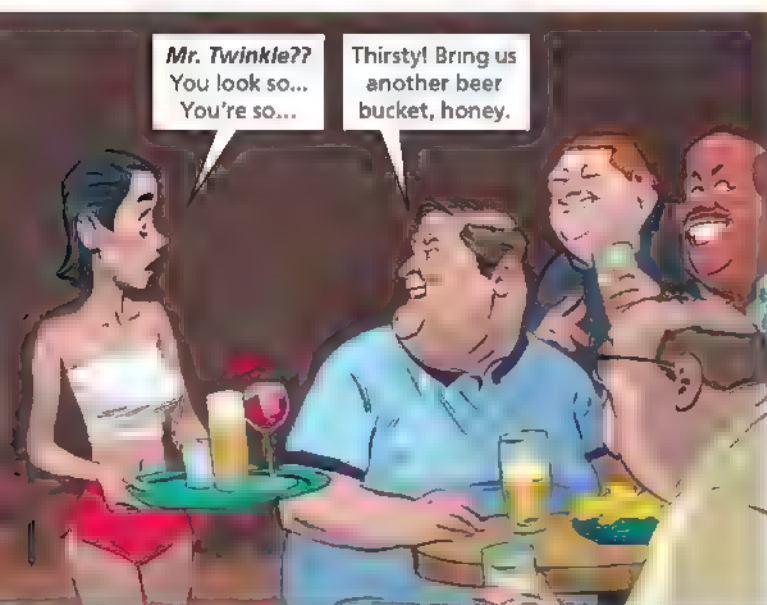


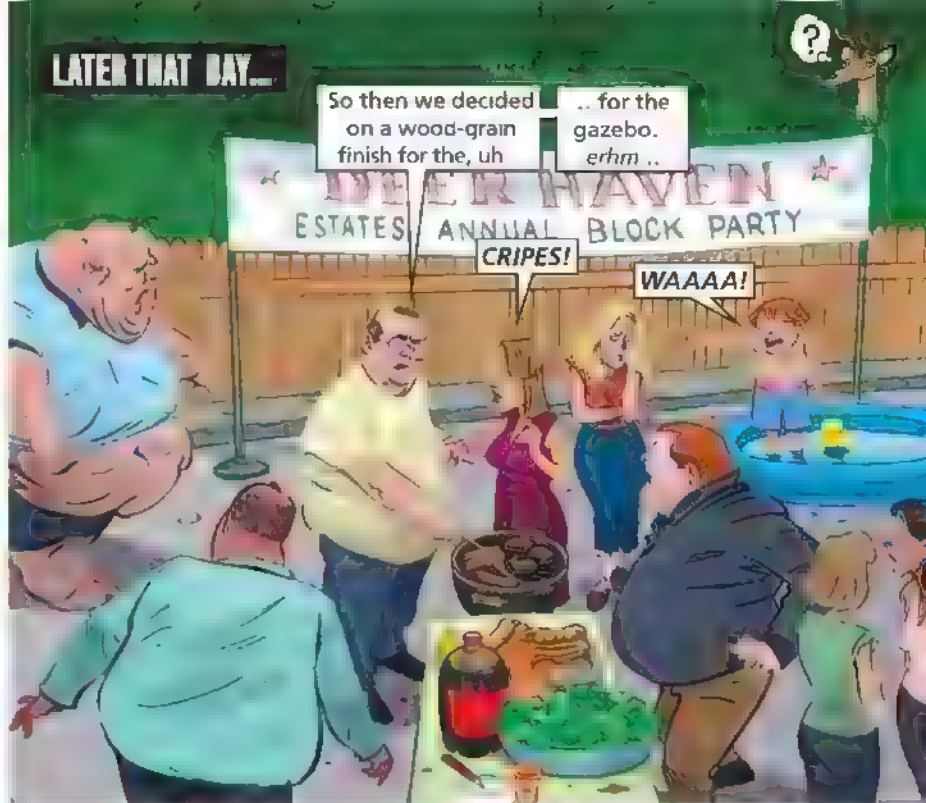
OVER THE NEXT WEEK...

I think it's starting to work

I feel more lethargic and unattractive...

...yet strangely entitled and confident!





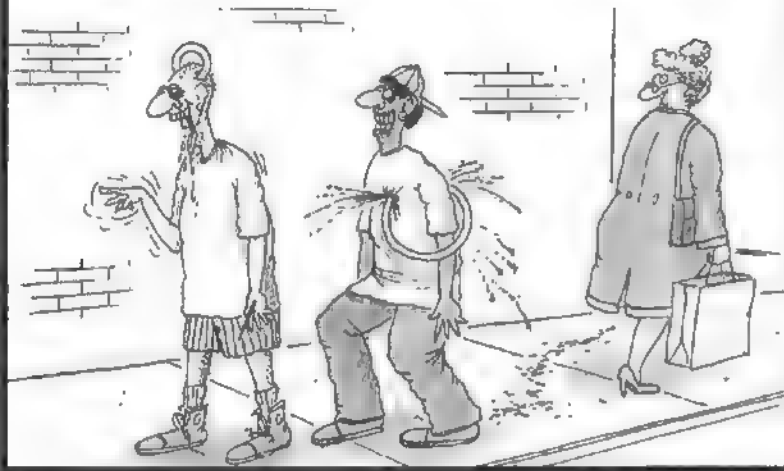


Body piercers are a diverse group. Some pierce only their ears from which they hang hoops and diamonds—a statement of taste and fashion. Others pierce their nose and eyebrows from which they hang crosses and safety pins—a statement of hipness and rebellion. Still others pierce their nipples and naughty parts from which they hang rings—a statement of sexual kinkiness. We at MAD salute them all! And it is because of our heartfelt concern for these flesh-poking perverts that we descend from our lofty comedic mountaintop to offer up...

THE TEN COMMANDMENTS OF BODY PIERCING



- 1** Thou shalt not pierce areas of the body in a manner that jeopardizes the function of major organs.



- 2** Thou shalt exercise caution when connecting one's own piercings to another's.



- 3** Thou shalt not pierce together parts of the body that are not naturally connected.



- 4** Thou shalt not expose thyself to extreme gravitational forces while wearing heavy pieces of jewelry.



5 Thou shalt not connect excessively long chains between pierced areas of the body.

WRITER & ARTIST TOM CHENEY

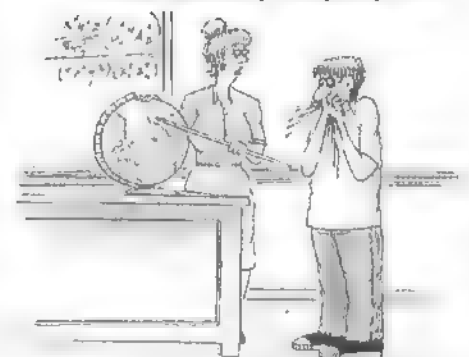
6 Thou shalt not body surf while wearing nipple rings.



7 Thou shalt not wear nose pins while suffering from hay fever.



8 Thou shalt not attempt to say the word "Saskatchewan" while wearing tongue pins.



ORIGINALLY PUBLISHED, MAD #340, OCT/NOV 1995

9 Thou shalt not French kiss anyone with braces while wearing lip rings.



10 Thou shalt not pierce areas of the body that compromise the structural integrity of a condom.





SPECIAL FEATURES DEPT.

DEAR READERS! THE FOLLOWING FIVE PAGES ARE SO DISGUSTING...SO NAUSEATING, THEY'LL MAKE YOU SICK FOR DAYS TO COME!NOW THAT WE'VE AROUSED YOUR INTEREST...HERE'S A FEATURE ABOUT SOMEONE YOU KNOW VERY WELL!...**VERY VERY WELL!** HERE IS A FEATURE ABOUT **YOU**...OUR...

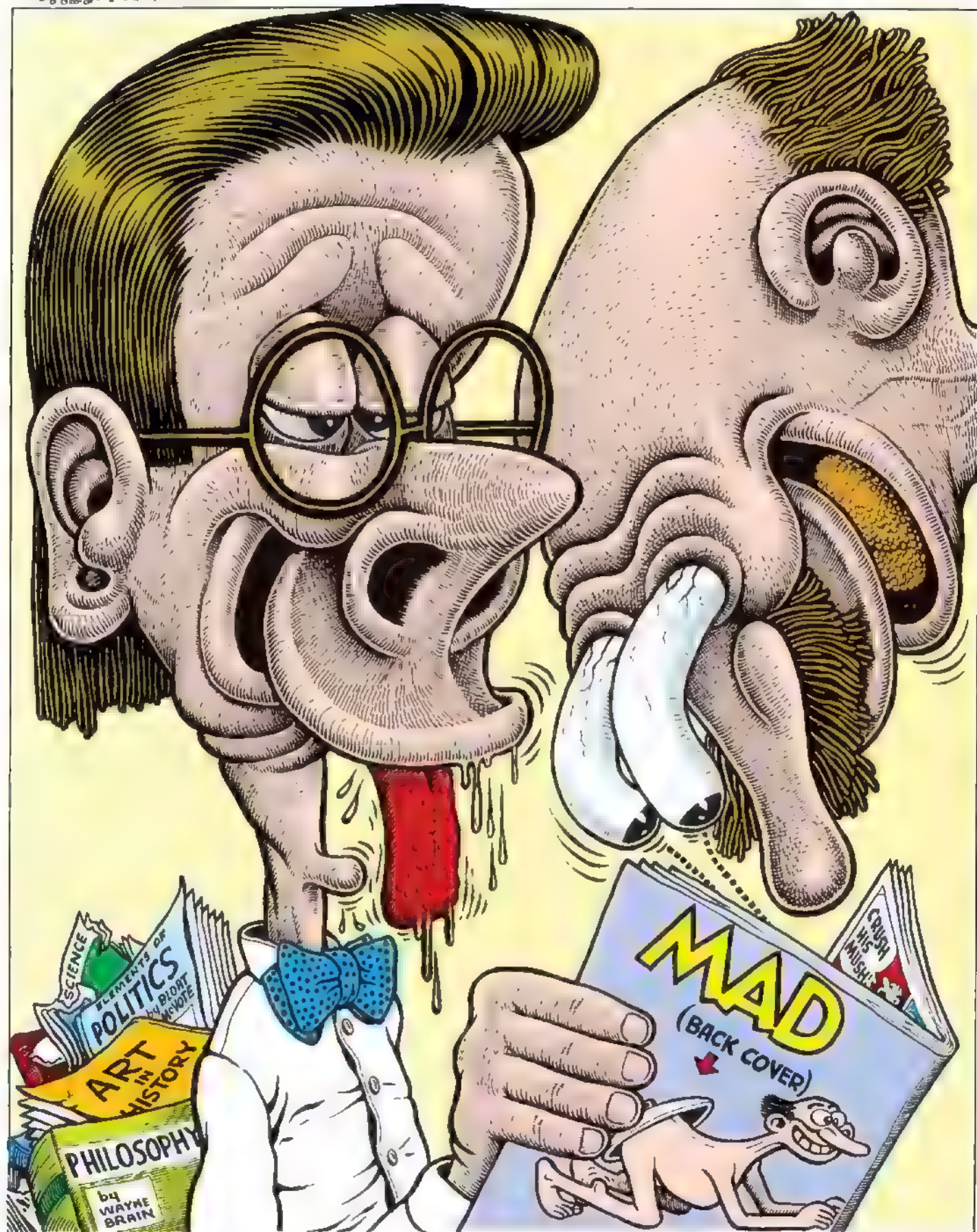
MAD READER!

WRITER: HARVEY KURTZMAN

ARTIST: BASIL WOLVERTON



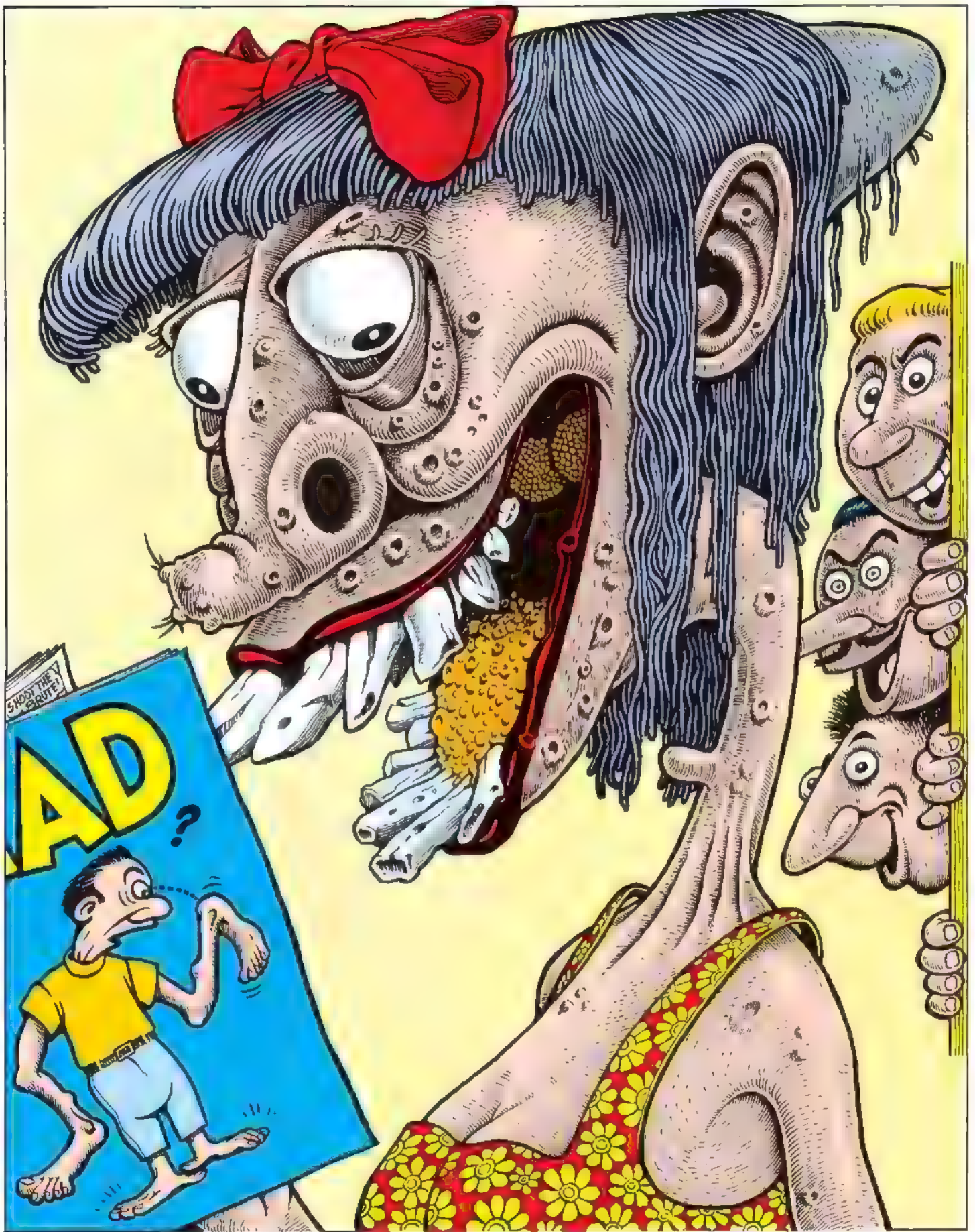
ON THIS AND THE FOLLOWING FOUR PAGES ARE VIEWS OF WHAT WE, THE EDITORS OF **MAD**, BELIEVE TO BE A CROSS-SECTION OF THE PEOPLE WHO READ **MAD**!... AND SO, WHILE YOU WANDER THROUGH THE FOLLOWING PAGES, SMIRKING, GUFFAWING AND RETCHING AT WHAT YOU SEE... PAUSE A MOMENT! THE FACE YOU'RE RETCHING AT MAY BE YOUR OWN!



THE STUDENT MAD READER (WITH TEACHER): HERE IS THE INTELLECTUAL COLLEGE YOUTH! THIS FELLOW WAS A SERIOUS, SOBER, 'A' AVERAGE STUDENT... WELL VERSED IN THE CLASSICS WITH A SUCCESSFUL CAREER ASSURED ... BEFORE READING **MAD**! READING **MAD** HAS BROUGHT ABOUT A HAPPY CHANGE IN THIS STUDENT! TODAY THIS STUDENT IS AN EMPTY DROOLING IDIOT... BUT NEVERTHELESS, A **HAPPY** EMPTY DROOLING IDIOT!



THE ELDERLY MAD READER: MAD IS BY NO MEANS CONFINED TO THE YOUNGER SET! HERE IS AN ELDERLY MAN WHO, BEFORE READING *MAD*, WAS CONFINED TO A WHEEL CHAIR... CONFINED TO A STRICT DIET OF SHREDDED WHEAT... AND CONFINED TO CONDENSED WATER! THEN HE READ *MAD*!... NOW HE IS NO LONGER CONFINED TO A WHEEL CHAIR... NO LONGER CONFINED TO THE SHREDDED WHEAT... AND NO LONGER CONFINED TO THE CONDENSED WATER!... HE IS MERELY... CONFINED!



THE FEMALE MAD READER:...THIS YOUNG LADY HAD DISHPAN HANDS... PERSPIRATION ODORS FROM ALL '13'... A SEVERE CASE OF ACNE...AND BOY-FRIENDS NEVER CAME TO CALL ON HER!... THEN SHE BOUGHT **MAD**! NOW...SHE STILL HAS DISHPAN HANDS...PERSPIRATION ODORS FROM ALL '13'... A SEVERE CASE OF ACNE... BUT BOY-FRIENDS FLOCK TO CALL ON HER AND AS SOON AS THEY BLUDGEON HER INSENSIBLE AND PRY **MAD** LOOSE FROM HER VISE-LIKE GRIP...THEY FLOCK AWAY AGAIN!



ORIGINALLY PUBLISHED MAD #11 MAY 1954

THE CRITICAL MAD READER:... FINALLY THERE ARE THOSE WHO READ AND DO **NOT** LIKE **MAD!** AND SO... IN ALL HONESTY, WITH A FIRM BELIEF THAT EVERY ARGUMENT HAS TWO SIDES... IT IS WITH A SENSE OF FAIR PLAY AND CLEAN LIVING THAT WE PRESENT WITHOUT BIAS, WITHOUT RESENTMENT OR MALICE...AN UNPREJUDICED DRAWING OF SAID TYPE READER WHO... AFTER MUGGING THE ABOVE INFANT, IS BRUTALLY DESTROYING THE CHILD'S TREASURED COPY OF **MAD!**



Make Beautiful Hair

B L E C C H

THERE ARE THREE BLECCH SHAMPOOS FOR THREE DIFFERENT HAIR CONDITIONS

Are you a teenage boy with Beautiful Hair? Well no wonder the girls hardly notice you. Today, you've got to be a teenage boy with Bleccch hair. Then the girls will scream with delight, roll on the floor and kick their feet when they see you. So why waste another minute? Shampoo your hair with Bleccch tonight. Bleccch comes in three special formulas:



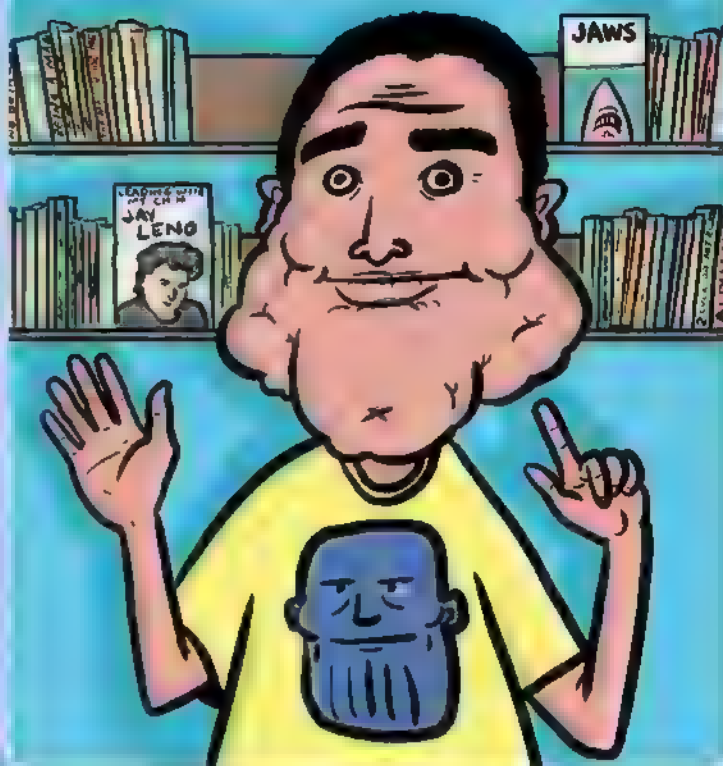
- For dry hair—a special formula that takes neat crew-cut type hair and lays it down over your ears.
- For oily hair—loosens up that slick-combing stuff so it spills down over your eyes.
- For normal hair—gives it proper body so it mushrooms all over your head. Get the shampoo that's right for you, and make your hair "Bleccch"! Yeah! Yeah! Yeah!

Image-obsessed Americans shell out big bucks following ludicrous tips from health and beauty experts on social media. While a few rare individuals give advice that is actually helpful, you'll know

It's Time to UNFOLLOW an Influencer When...



You can't tell if he's applying a filter or if he got his crowdfunded jaw-enhancement surgery



She attempts a DIY Brazilian butt lift using household objects



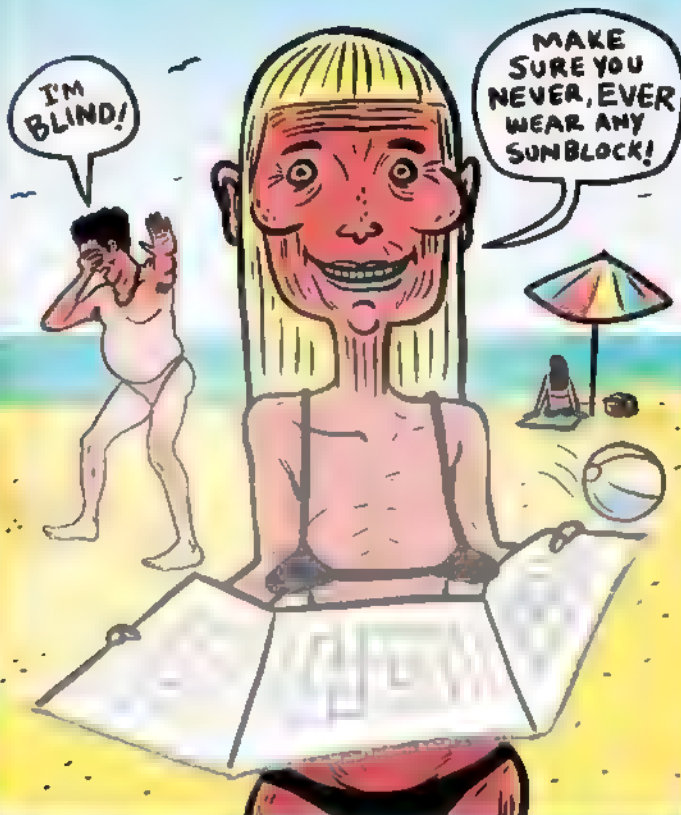
Her anti-vax stance leads to a new disease being named after her



He proudly shows off the benefits
of his promise to remove fluoride



You thought she looked great for a
senior citizen, but it turns out she's 29



His miracle medicine's only effect
is turning skin blue



See you later! I'm taking my daily walk down to the Health Food Store for my nutritional needs!

And what kind of JUNK are you buying today???

Wheat germ! Brewer's yeast! Ginseng roots! Herb tea! Blackstrap molasses and granola! And it's NOT JUNK!! What YOU eat is junk!

Oh, yeah? I'd rather eat JUNK FOOD than CRACKPOT FOOD!!

Do what you want!! Just remember that my health foods have kept me free of colds and illnesses for the past six years!

It wasn't the HEALTH FOODS that did it!!

It was the DAILY FIVE MILE WALK to the Health Food Store!!



BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

HEALTH

You come into the Sauna Bath with me and I GUARANTEE you'll feel good!

Well, okay! I'll try it just this once!

Oh, my God! It's a hundred and sixty degrees in this hot box! I'm sweating like a pig! If I was stranded in the desert in this heat, I would expire!! Le'me out of this crazy place!

WHEW! Does it feel GOOD to get out of that OVEN!!

SEE... ?? I TOLD you it would make you FEEL GOOD!





TH NUTS

WRITER & ARTIST
DAVE BEING



Hey! Look who just joined our jogging group! Leon Lobel!

No kidding! Welcome to our club!

Hey, Leon, baby! You're jogging like an old pro!

ME... a JOGGER?! You think I'm crazy?!? Like you nuts?! The Doctor told me I gotta slow down and take it easy!

So why are you running??

I'm LATE for my NAP!!



Well, Mr. Gleek, I've gone over all of your tests... and they show that you're terribly undernourished! Have you been on some sort of "fad diet" lately...??

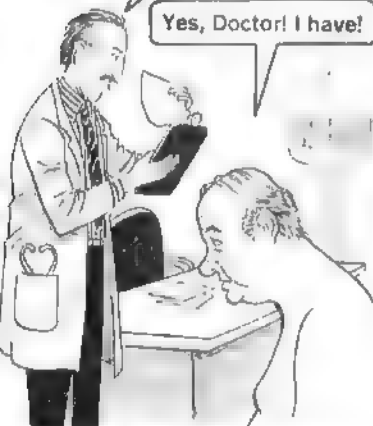
Yes, Doctor! I have!

Oh? Who's been advising you?

"Fatties Anonymous"!

Really?! And what OTHER kind of stupid advice have they been giving you?!?

They told me to come see YOU!



You're a very attractive woman... and I would love to kiss you! But kissing is extremely unsanitary!

Don't tell me you're one of those "GERM FREAKS"?!

The human mouth is a seething cauldron of disease-carrying bacteria! Much as I'd like to, it would be very unhealthy for me to try to kiss you!

It sure would!! But not for YOUR dumb reasons!

That's my HUSBAND standing behind you!



Oh, my poor darling! There's a draft in this room! I'd better shut the window ...



After all ... I wouldn't want anything to happen to you! You're so sweet ... so very dear to me!



Gee, I sure appreciate your concern! You probably saved me from a cold ... or a bout with the flu! Thank you!



Don't thank me! I was talking to the PLANT!!



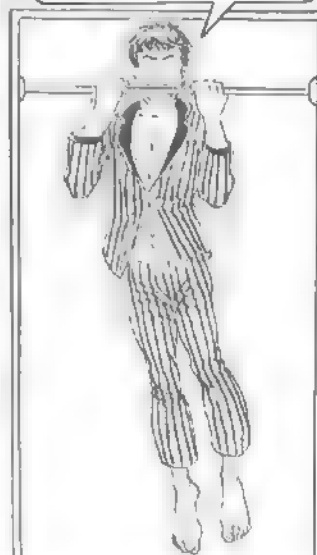
Man ... there's nothing like waking up early and getting a good morning workout!



Twenty-five deep-knee-bends ... twenty-five push-ups ...



... twenty five chin-ups ... and I'm all set ...



... to go back to bed!!



Come with me to the Health Food Store! I need eggs, fruits and vegetables!

The Health Food Store?!? That's way across town! What's wrong with the Supermarket's eggs, fruits and vegetables?!?

The eggs are not fertile, and the fruits and vegetables are not grown organically!

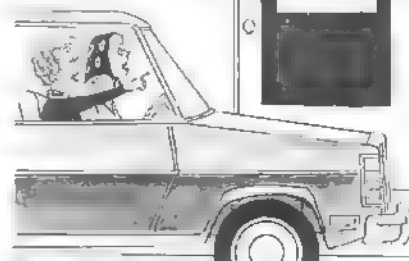
Boy, you really are into this "natural food" stuff!

You bet! Today's foods are processed, and chemically treated with additives, and robbed of their nutrition! Eating natural foods is the only way to STAY HEALTHY!

Yeah! I see ...!

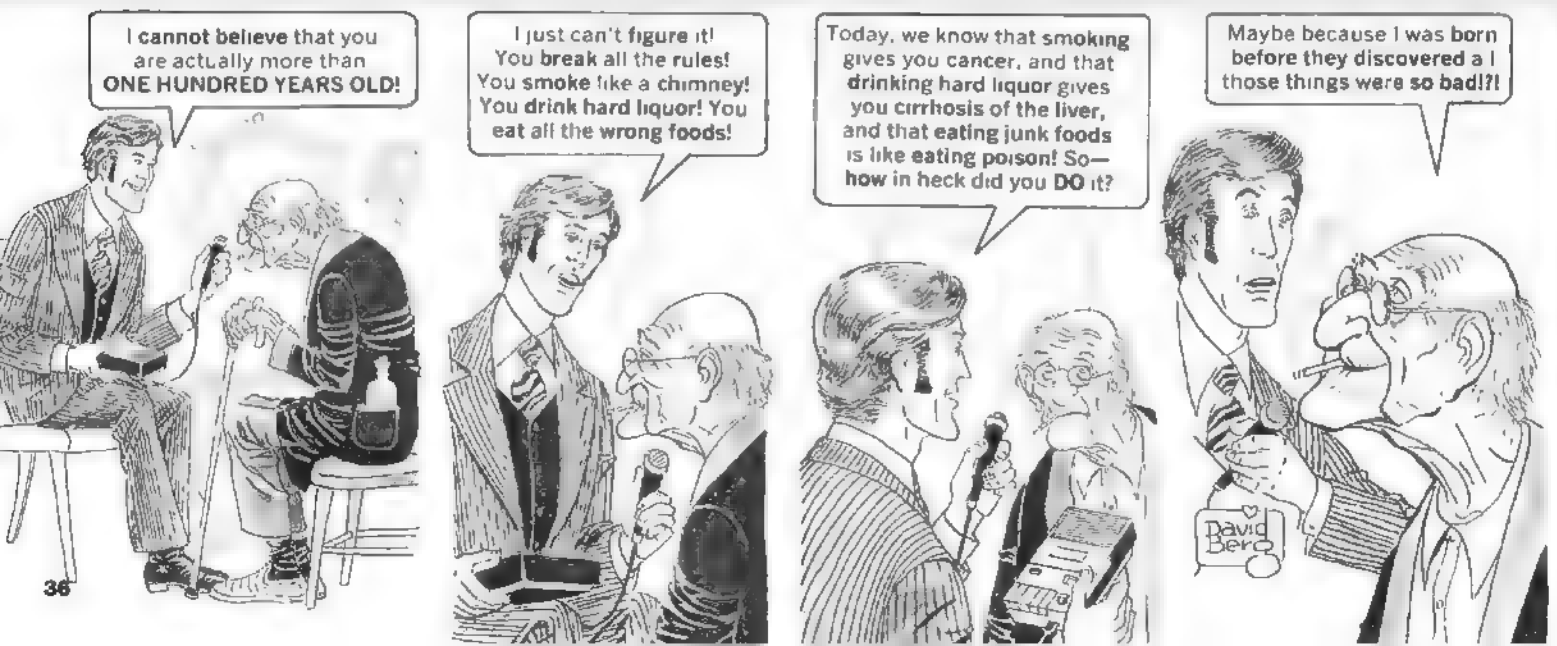
HEALTH FOOD

CLOSED
DUE
TO
ILLNESS





ORIGINALLY PUBLISHED IN MAD #191, JUN 1977



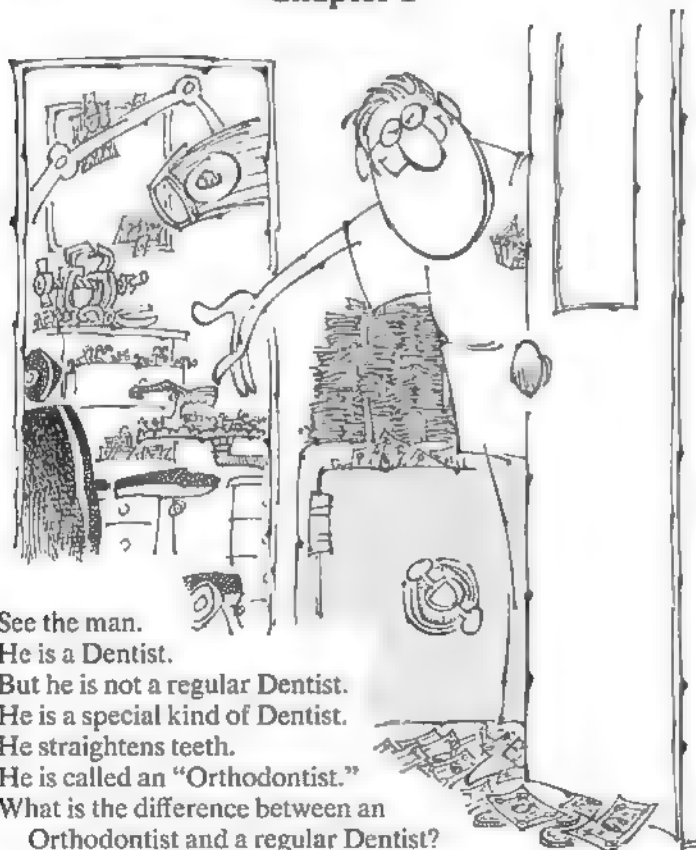
Nowadays, everything is crooked! Politics is crooked, Real Estate is crooked, Religion is crooked, the TV Repair business is crooked, the Auto Repair business is crooked, etc. Well, we've found one thing that's more crooked than all the rest, and nobody seems to say much about it! So, knowing full well that we may be taking our lives in our hands, the Editors of MAD fearlessly expose... *Crooked Teeth...* with

THE MAD ORTHODONTIA PRIMER



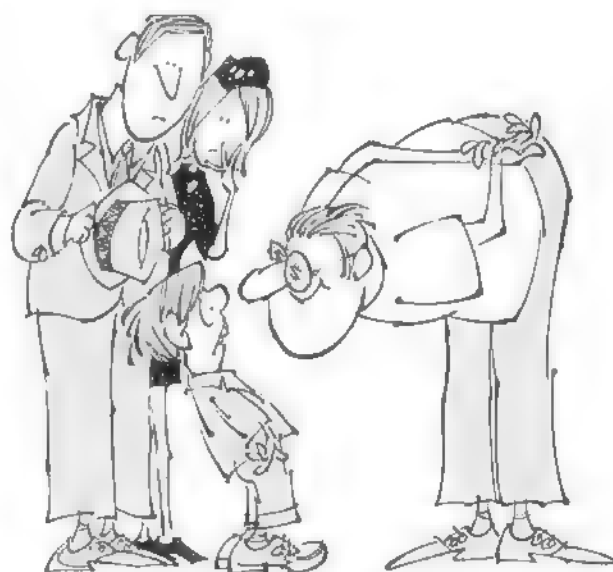
WRITER LARRY SIEGEL ARTIST PAUL COKER JR.

Chapter 1

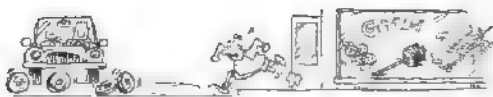


See the man.
He is a Dentist.
But he is not a regular Dentist.
He is a special kind of Dentist.
He straightens teeth.
He is called an "Orthodontist."
What is the difference between an
Orthodontist and a regular Dentist?
Oh... about \$25,000 a year!

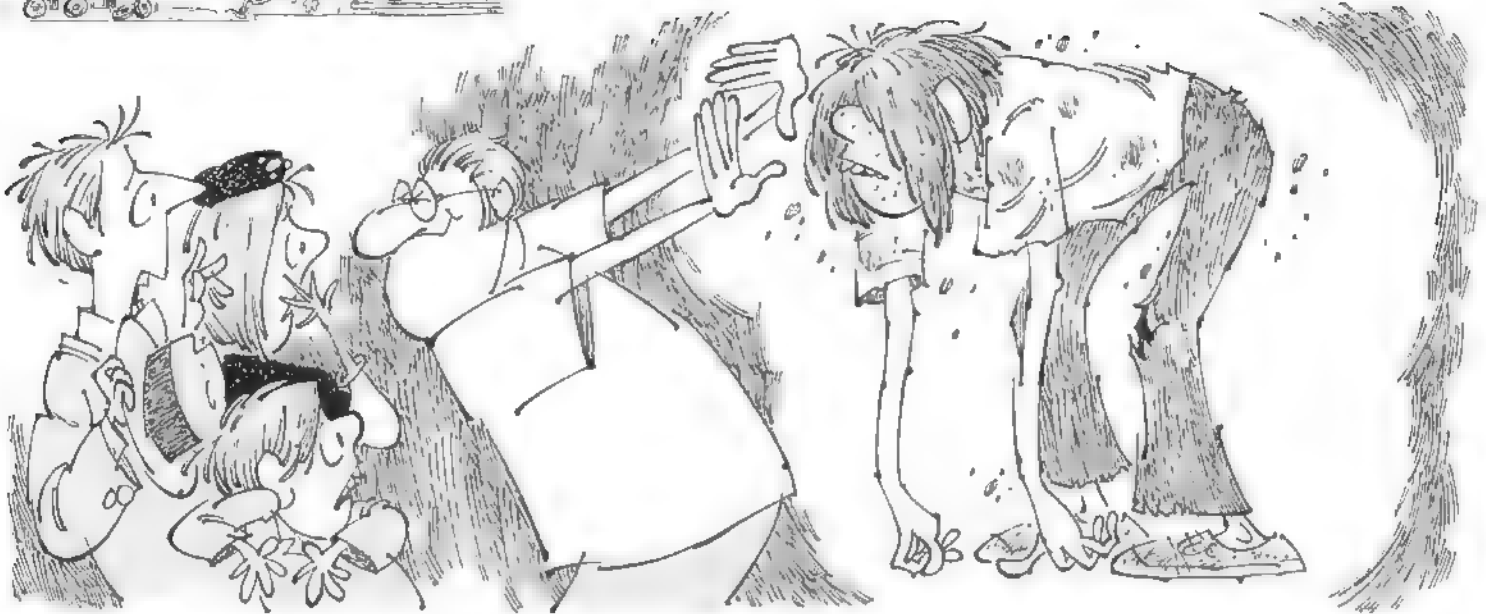
Chapter 2



See the boy.
See the funny way his teeth stick out of his mouth.
His parents have brought him to the Orthodontist
To see if anything can be done.
The Orthodontist has a name for this condition.
He tells the parents he has found a "malocclusion."
The Orthodontist has another name for this condition.
He tells himself he has found a "gold mine."



Chapter 3

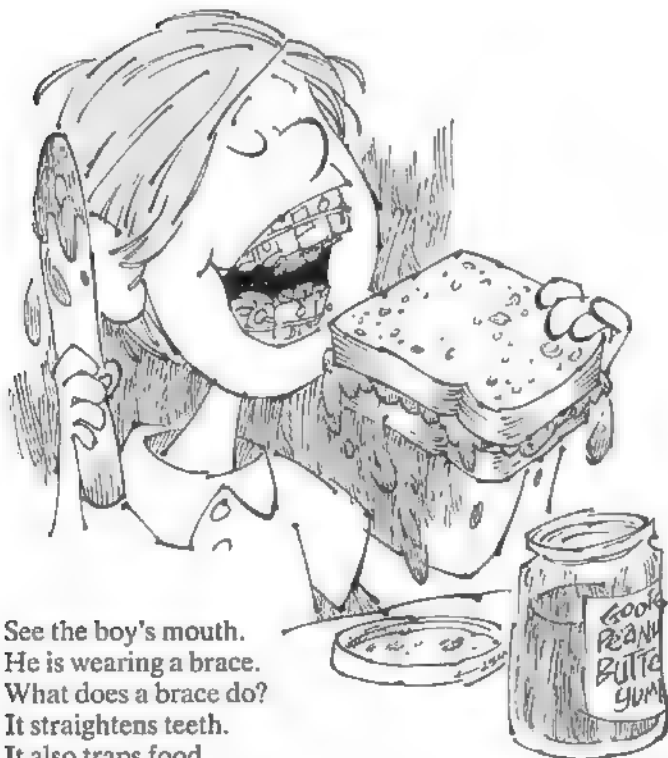


See the parents.
They are very uncertain.
They do not know if they want to spend a fortune
to have the boy's teeth straightened.
But the Orthodontist is very helpful.
"Can you picture your son as a teenager?" he asks.
The parents picture their son as a teenager.

They see him in faded torn jeans and a dirty undershirt.
They see him with long, wild hair hanging over his face.
They see his face covered with pimples.
"Yes, we can picture our son as a teenager," they say.
"Now . . . why should we have his teeth straightened?"
"Because if you don't," says the Orthodontist,
"He will grow up to be ugly!"



Chapter 4



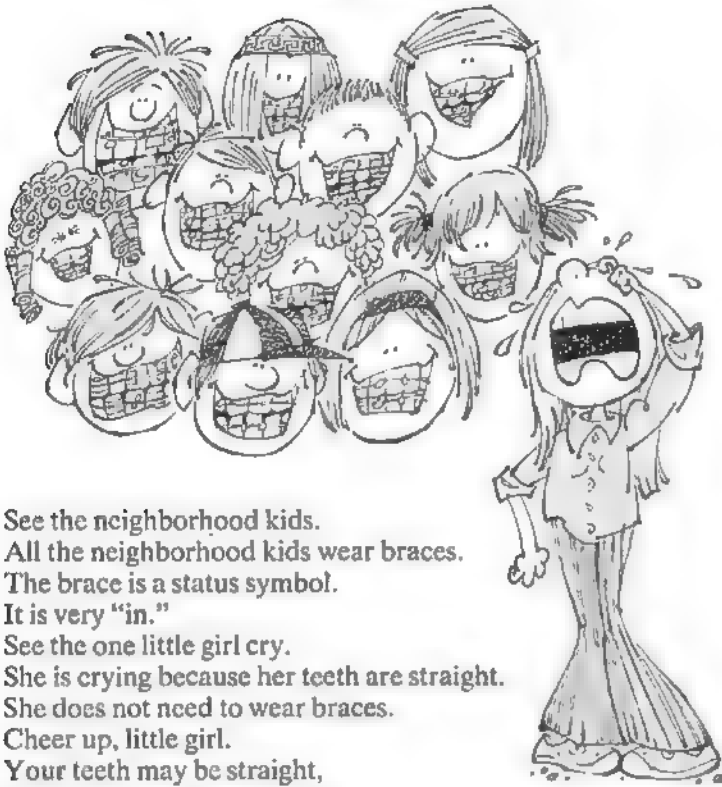
See the boy's mouth.
He is wearing a brace.
What does a brace do?
It straightens teeth.
It also traps food.
The boy will wear the brace for two years.
Tonight, he will eat a sandwich.
The boy will also wear peanut butter for two years.

Chapter 5



See the boy.
What is he wearing now?
It is called a "night brace."
It fits over two wire hooks
Over two wire coils
Over his regular wire brace.
The boy's parents are going out for the evening.
They are leaving him two emergency telephone numbers.
The family doctor . . .
And the family electrician.

Chapter 6



See the neighborhood kids.
All the neighborhood kids wear braces.
The brace is a status symbol.
It is very "in."
See the one little girl cry.
She is crying because her teeth are straight.
She does not need to wear braces.
Cheer up, little girl.
Your teeth may be straight,
But your eyes are crooked!
Perhaps you will soon wear mod, wire-framed Granny glasses.
The Good Lord willing.

Chapter 7



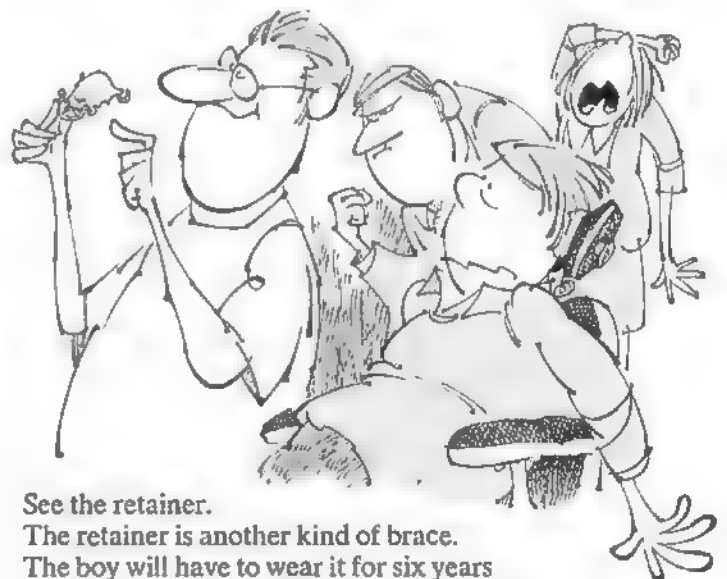
The two years are up.
See the boy's teeth now.
They are all straight.
See the boy and his family walking to the Orthodontist
For the last time.
The Orthodontist will take off the boy's brace.
Why is the family walking to the Orthodontist?
Why don't they ride in the father's nice Buick?
Because the father doesn't have his nice Buick anymore.
He had to sell it to pay for the boy's braces.

Chapter 8



See the Orthodontist.
He is removing the boy's brace.
The boy will never have to wear a brace again.
Ever.
The boy is happy.
The boy's family is happy.
Poor, but happy.
However . . .
To make sure his teeth remain straight,
The Orthodontist announces
That the boy will have to wear a retainer.

Chapter 9



See the retainer.
The retainer is another kind of brace.
The boy will have to wear it for six years
To insure the permanent effect of the first brace.
Isn't that nice?
Of course, there will be a slight charge for the retainer . . .
Plus for each visit over the next six years.
Isn't *that* nice?
In one minute, the Orthodontist will have crooked teeth.
He will call it a "malocclusion."
The boy's father will call it "a punch in the mouth."

A MAD PEEK BEHIND THE SCENES AT A HEALTH SPA

WRITER **DICK DEBARTOLO**
ARTIST **AL JAFFEE**
COLORIST **NATHAN KANE**

It never fails! This place has 600 lockers, but the attendant makes sure the only four people in the whole gym are crowded in together!

We don't rush people into signing a contract...but our once-in-a-lifetime special discount sale does end in fifteen minutes!

After you pay for your first year membership at the health club, we give you three days to think it over.

And if I want, can I come back and get a refund?

Not exactly. We give you full credit which can be used at our health food bar. Of course, you can't use our health food bar unless you're a paid up member of our health club!

Once you join, we give each of you your own individual work-out plan!

For your type of frame, you need lots of sit-ups, leg bends, yoga classes and work-outs on the jogging machine.

For your type of frame, you need lots of sit-ups, leg bends, yoga classes and work-outs on the jogging machine.

I come here strictly to exercise, not to try and meet people.

Why don't you come over to my place and we'll talk about it in depth!

Me too! Exercise is so important!

Now remember! We always set the scale in the gym area to read four pounds heavier than the scale in the shower area. That way people think they really took off some weight exercising.

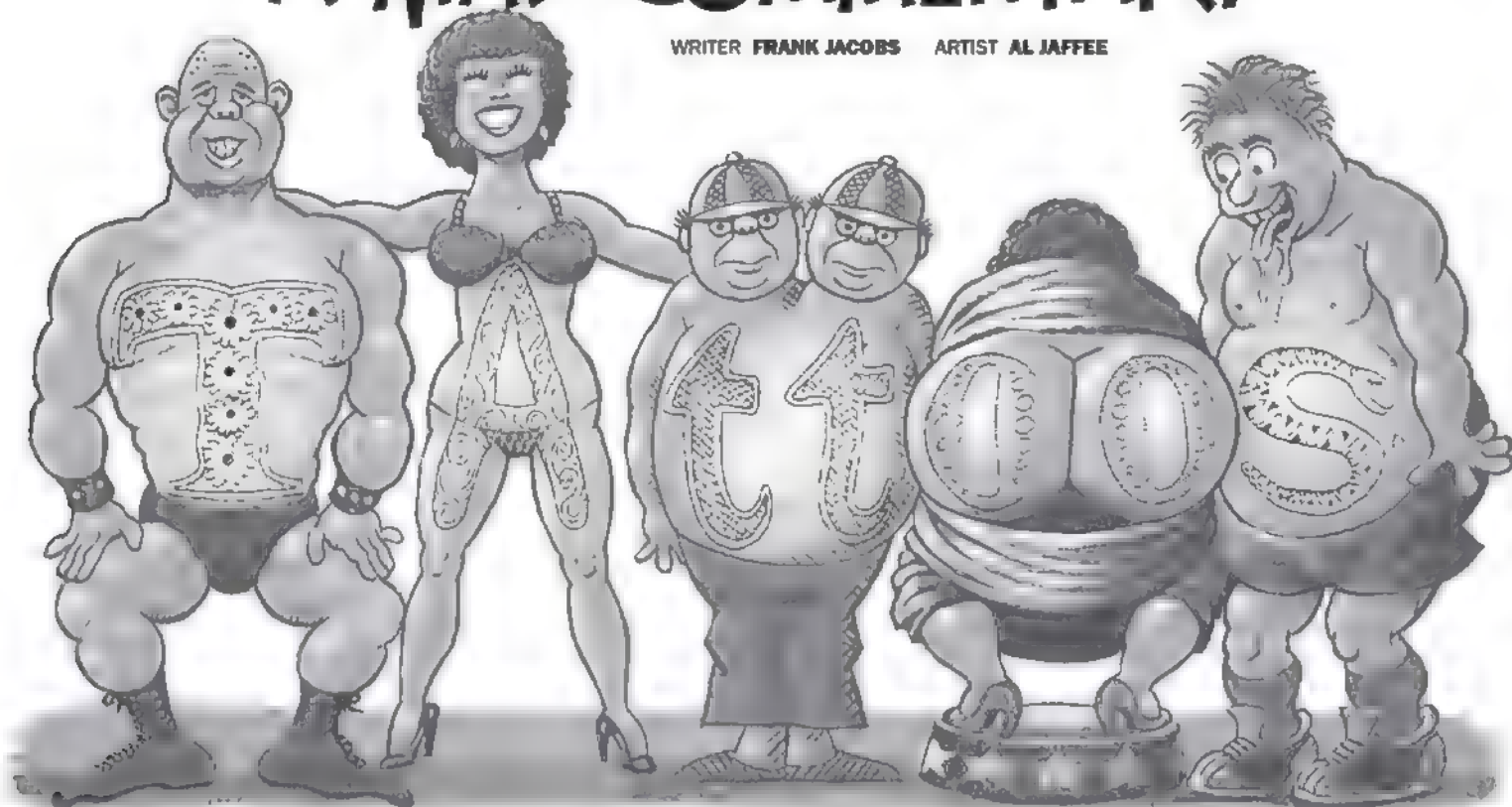




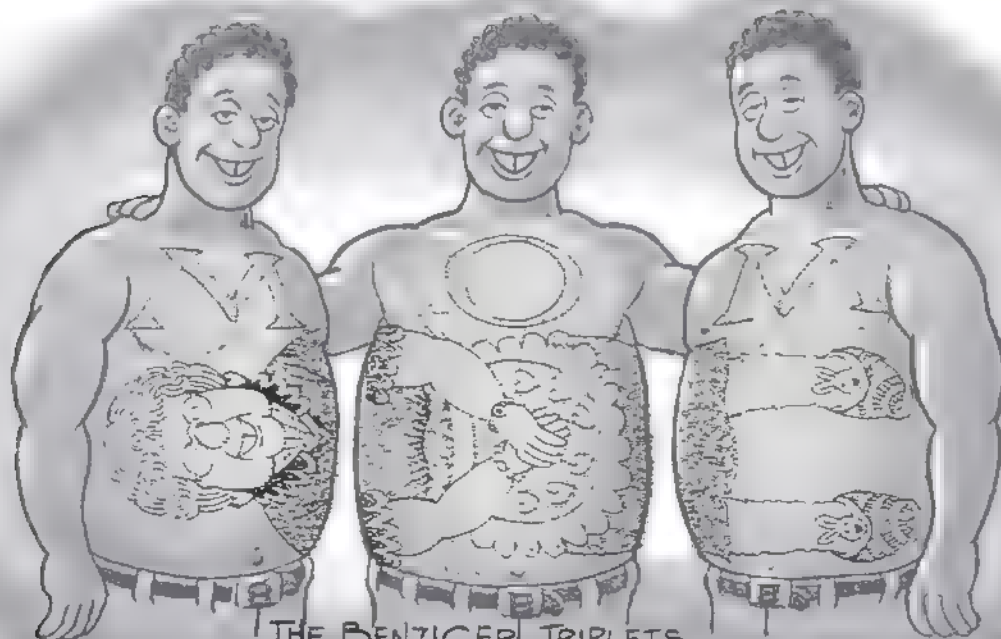
LEGEND HAS IT THAT THE FIRST TATTOO, THAT OF A WINGED CAMEL ON THE BUTTOCK OF A PARAGUAYAN WITCH DOCTOR, WAS DESIGNED TO KEEP EVIL MONGEESSE AT BAY. WHILE THE SOCIAL EVOLUTION OF THE TATTOO REMAINS UNCLEAR, MOST HISTORIANS ARE IN AGREEMENT THAT NO ONE CARES ABOUT IT ANYWAY! STILL, THE FACT IS THERE'S A FAT GUY NAMED HECKY IN DAYTONA BEACH WHO MAKES A PRETTY GOOD LIVING ENGRAVING MERMAIDS AND DEVILS ON THE BELLIES OF OVERWEIGHT BIKERS! BUT FOR A REALLY IDIOTIC OVERVIEW OF THESE SKIN DECORATIONS, YOU'RE GOING TO HAVE TO PERUSE THE FOLLOWING:

A MAD COMMENTARY:

WRITER FRANK JACOBS ARTIST AL JAFFEE

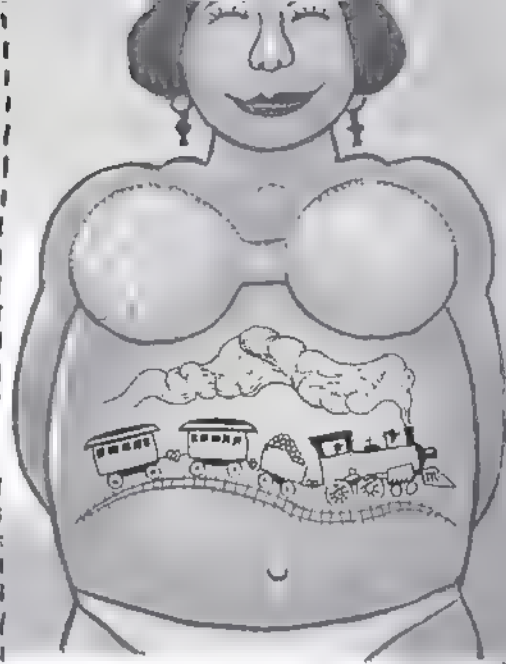


IN THE BEGINNING, TATTOOS WERE PRIMARILY USED AS A WAY OF SHOWING CAMARADERIE OR AFFECTION.

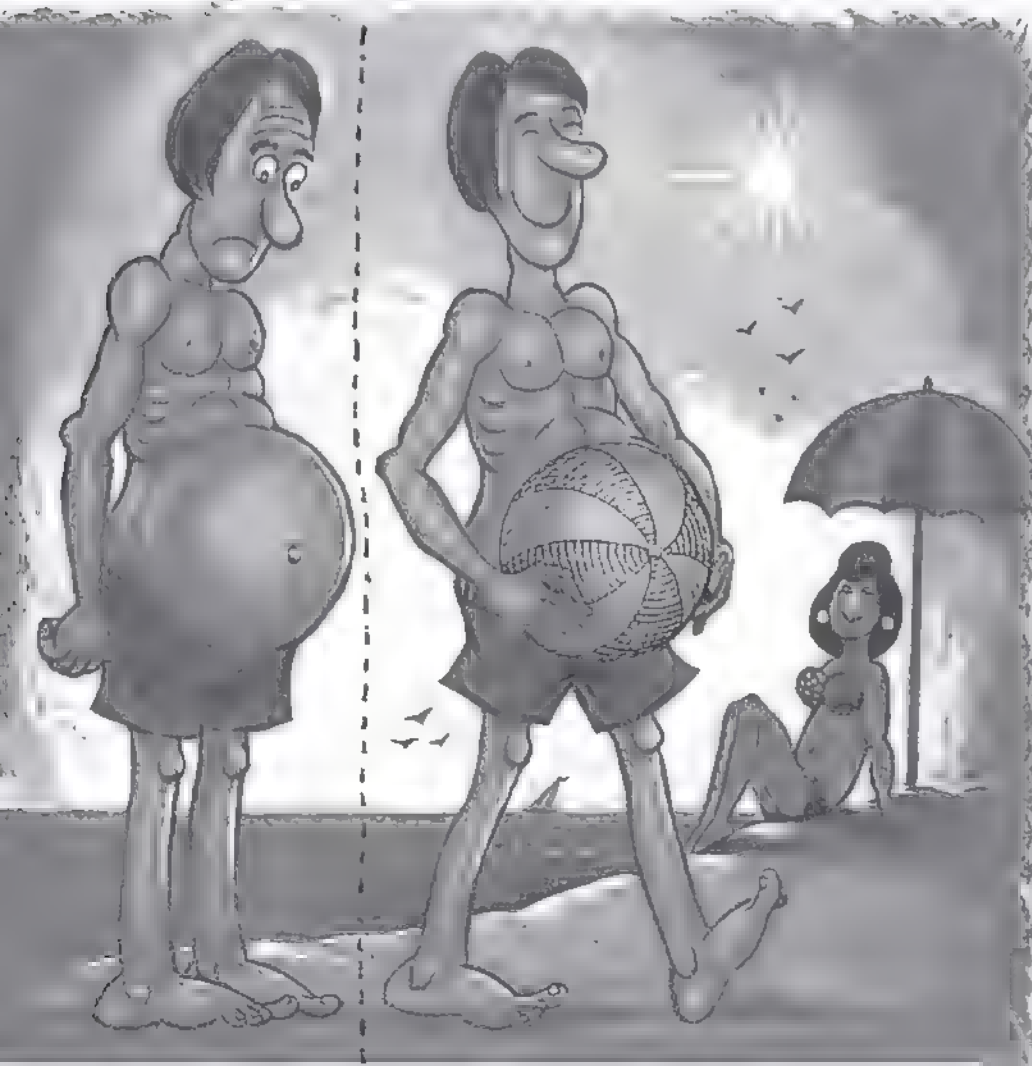


THE BENZIGER TRIPLETS
Bill *Buddy* *Biff*

BUT THESE DAYS,
TATTOOS ALSO
SERVE MANY
OTHER PURPOSES.
FOR EXAMPLE, A
TATTOO CAN BE
USED TO
CAMOUFLAGE AN
UNSIGHTLY
SURGICAL SCAR.

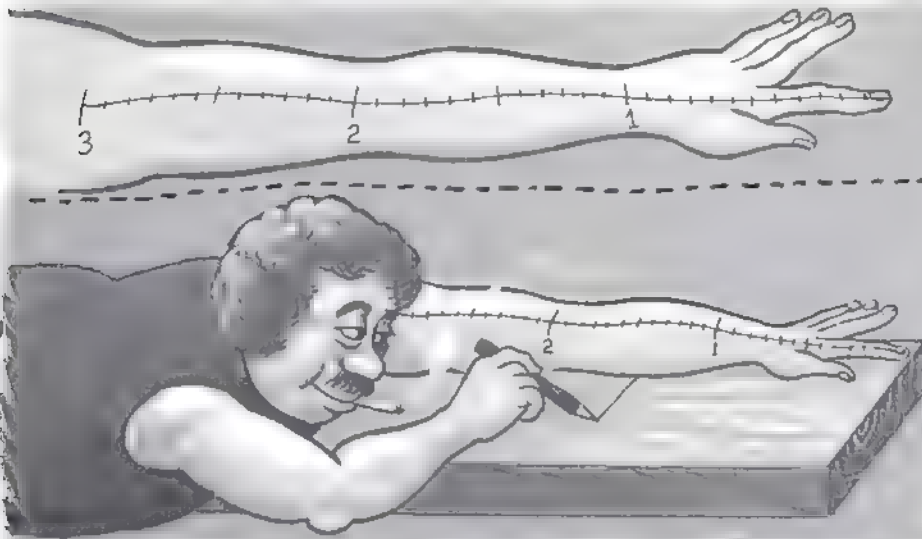


A TATTOO CAN ALSO BE A NIFTY WAY
TO HIDE A POT BELLY ON THE BEACH.



SOMETIMES IT'S
NECESSARY TO ALTER A
TATTOO.
FOR EXAMPLE TAKE THIS
EX-NAZI WHO'S TRYING
TO COVER UP HIS ODIOUS
PAST.

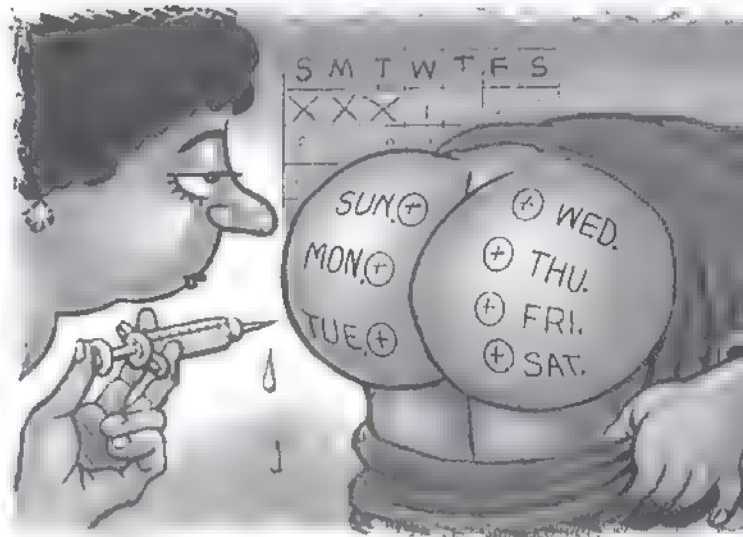
TATTOOS CAN ALSO BE FUNCTIONAL. THIS LUCKY HOME HANDYMAN WILL NEVER AGAIN HAVE TO SEARCH FOR A RULER.



LIKELIKE FOR THIS HARDWORKING TAILOR

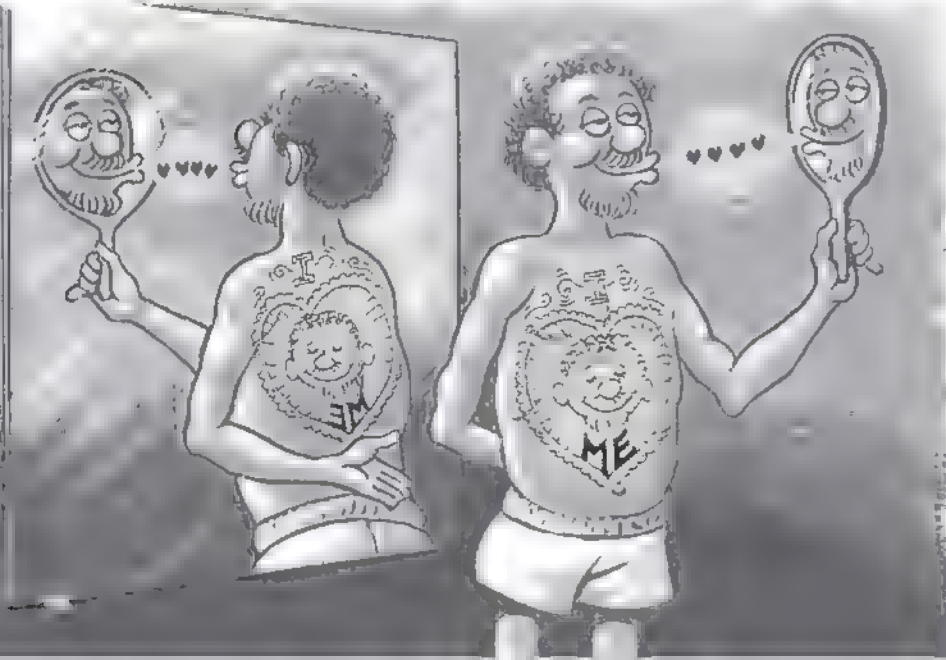


AND FOR THE FORGETFUL TYPIST, A SET OF TATTOOS MIGHT BE JUST THE THING.



LIKELIKE, FOR AN ALLERGY SUFFERER WHO OFTEN FEELS LIKE A HUMAN PIN-CUSHION, A TATTOO CAN HELP DOCTORS AVOID INJECTING THE PATIENT OVER AND OVER AGAIN IN THE SAME SPOT.

UNFORTUNATELY, MOST PEOPLE WHO GET A TATTOO ARE NOTHING MORE THAN SILLY NARCISSISTIC EGOTISTICAL EXHIBITIONISTS.





The article originally scheduled for this spot will not be seen in order that we may bring you the following "TV SPECIAL" satire article—mainly, MAD's version of...

THE MISS AMERICAN BEAUTY PAGEANT

And here is your host for the "Miss American Pageant"... lovely Bert Teeth...

Thank you, Ladies and Gentlemen! Yes—tonight is the night... the culmination of weeks and months of frantic searching and auditioning and eliminating... to find "Miss American of 1966"! Ah—there's something stirring in the air tonight! But, then, there always is when you have an auditorium full of nervous people!

I'm Bert Teeth, your "Miss American Pageant-Master"! It will be my job to introduce you to your Network Hostess for this evening, lovely ex-"Miss American," Bess Myerling—who will introduce you to your Announcer, lovely Cameron Sneezy—who will introduce you to our sponsor, lovely "Clairvoyant Products"—then turn you back to lovely me!

And then, I'll introduce you to the lovely "Award Handlers" and the lovely "Award Moderators" and the lovely "Award Presenters" and the lovely "Members Of The Orchestra" and the lovely "Stage Hands" and the lovely "Cleaning Ladies" and... let's see... Is that everyone? I forgot WHO??

Oh, yes! The lovely Girls who will be competing for "Miss American"! You'll also meet them!



WRITER DICK DEBARTOLO ARTIST MORT DRUCKER

But first, let me introduce you to our lovely Judges! From the world of "High Fashion"—The President of the "BBD Jockey Shorts Company"—Mr. Thomas Alger!

Thank you, Bert! I'd just like to say that the "BBD Company" will be awarding TWO coveted prizes to tonight's winner... A \$7.50 Scholarship—and \$1000 worth of BBD Jockey Shorts!

Thank you, Mr. Alger! For our second Judge... from the world of "Charm and Poise"... here is the President of the Lady Sabrina Finishing School... Lady Sabrina Finishing herself! Er—Lady...?

Oh, my goodness! That's me! Thank you, Bert, and good luck to all of our lovely, lovely contestants! May the best broad win! And, oh yes, tonight's winner will be invited to attend the Lady Sabrina Finishing School—where we will finish her!

And finally—from the world of "Motion Pictures", here is our third Judge... the famous acclaimed Producer—Mr. Otto Pluminger!



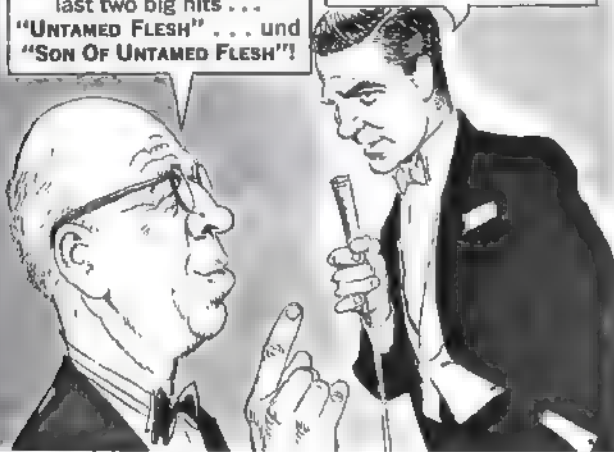
Tenk you! I vant to say dot I vill personally audition tonight's winner for a possible part in my next possible picture—a sequel to my last two big hits . . . "UNTAMED FLESH" . . . und "SON OF UNTAMED FLESH"!

Thank you, Otto, and congratulations for winning TWO Academy Awards for "Filth"—one for color, and one for black & white!

And now, Ladies and Gentlemen . . . the moment you've been waiting for! It's time to bring on the broa—GIRLS!

First—here is "MISS EASTERN UNITED STATES"!

There she is, she represents the East! Just a glance tells you she's no beast! She stole my heart with all her kissing, But my wrist watch is also missing! So if any cops out there are listening—Keep your eye on the girl from the East!



And here's "MISS WESTERN UNITED STATES"!

There she is, she represents the West! Take your pick, is this sweet doll the best? She is the one girl that caught my eye . . . She's also the one that got me high! So if her parents are standing by—Keep your eye on your girl from the West!

And finally, "MISS MIDDLE UNITED STATES"!

There she is, she represents the Middle! Will she win, that's really the big riddle? She is the beauty that gets my vote . . . Mainly 'cause she's been out on my boat! So if the Coast Guard is still afloat—Keep your eye on the girl from the Middle!



And now, while we wait for the next step in our "Miss American Pageant"—the Personal Interview, here's Bess Myerling with a word from our sponsors—Clairvoyant Hair Products!

Girls, do you have a problem like this poor child here? If so, you probably haven't taken off your hat! Er—take off your hat, idiot!

There! See that mess! If you're like her, you should try Clairvoyant's new "Dozen Eggs Shampoo" . . . the shampoo that contains one dozen eggs in every bottle! It's made for dry hair, oily hair, scrambled hair, sunnyside-up hair and once-over-easy hair! Look for Clairvoyant's "Dozen Eggs Shampoo" at your grocer's dairy counter tomorrow!

By the way, tonight's winner will be flown to Paris FREE on a world-famous T.W.A. Jet . . . provided, of course, she boards the plane after midnight on any Monday-thru-Thursday, and returns within 14 days! PLUS—a 1966 Chauffeur-Driven Cadillac Limousine will be placed at her disposal for a full two weeks right here in the U.S.A.! Unfortunately, it's the same two weeks our winner will be in Europe! Now, let's go down to Bert . . .



Ladies and Gentlemen, it's time now to meet our lovely contestants individually! But first... let's meet them one at a time!

Here is beautiful "MISS EAST"—Dianne Ringer!

Just listen to that spontaneous applause, Dianne!

It's wonderful, just wonderful, Bert! It's the most wonderful thing I've ever heard!

Tell us something about yourself, Dianne!

Well, Bert, I'm just like any other ordinary, well-built, sexy, girl! I love life and I love animals and I love children, and I want to be a nurse, and then a doctor, and then an atomic scientist—unless, of course, I lose tonight, in which case I'll probably be a Belly Dancer!



Beautiful sentiments, Dianne! And now we turn to the Talent portion of the competition! I understand you have a very Special Talent!

Yes, Bert! I cook and I knit and I sing!

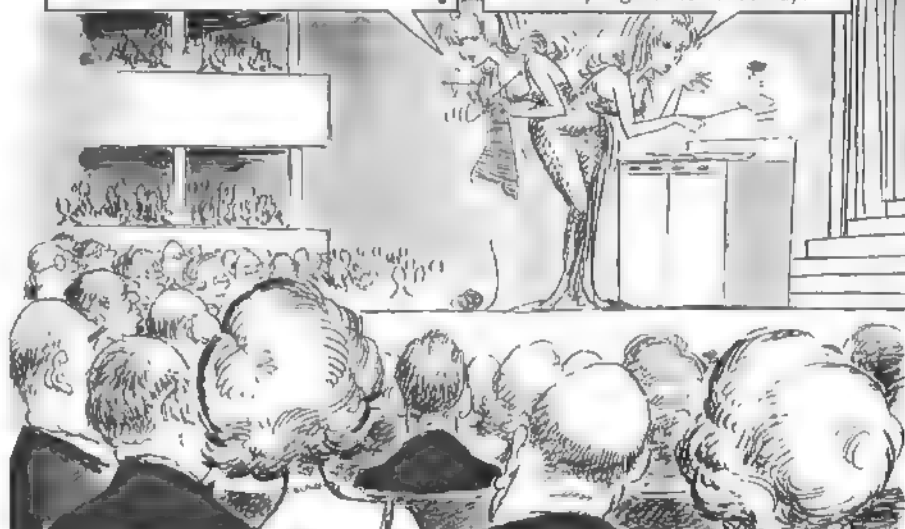
Yes, but I do them all at the same time! Watch!

That's not so unusual!



I wait for you when day is done—
Knitting two and purling one—
How do you like your hamburger done?
Deep in the heart of Texas!

When day is done I wait for you—
Knitting one and purling two—
Perhaps I should have made a stew!
Give my regards to Broadway!



Gee... that certainly was wonderful, Dianne!

Yes, but you'll have to forgive me for being so nervous! I just knitted you a hamburger!

Well, that's nothing to be embarrassed about!

How do you like your sweater—Well-done, Medium, or Rare?



Hey... what about me? Am I supposed to rot back here?

The golden voice of impetuous youth, folks! Now, it's time to say "Good-bye" to Miss East—

... and good riddance, too!

... and "Hello" to "MISS WEST"!

Are you calling it? I ol' ME??



Ladies and Gentlemen, let's meet "Miss West"—lovely Betty Booze! Tell us something about yourself, Betty!

Well, I'd just like to say that I love life and I love animals and I love children! But I **REALLY** love them! Not that cheap kind of love like the dizzy broad who went before me has for them!



I mean, I love Humanity! And if I win tonight, I'm going to take the prize money and buy all the Humanity I can lay my hands on! That's how much I love Humanity! Sob... I only wish... sob-sob—

There, there! Here's my hanky! Now, what about your Special Talent, Betty?

This—sob-sob—is it! I CRY! I—sob—can cry at a moment's notice! Sob-sob! Boo-hoo-hoo...

Well... if you'll cry off-stage, we can meet our final contestant—



Here she is—"MISS MIDDLE"—lovely Lydia Lush! Lydia tell us about yourself...

Well, I love all the poor people, and I love all the sick people... and nothing makes me happier than seeing a whole bunch of poor, sick people! I mean, I feel so—so above them! And I also love sports—all sports—even the sports who aren't exactly millionaires!



And how about your Special Talent, Lydia?

My Special Talent is hard to demonstrate on this stage, Bert... because it's **base jumping!** Nothing else gives me as big of a thrill as the chill of air blowing against my lady bits! But this is a big theater...perhaps I can figure out a way to jump for you!

And I guess all I have to do is say how high! Right, honey?



Well, folks, it's Judging Time! While the Judges are making up their minds which lucky girl will be asked to come up with a small deposit in order to wear the diamond "Miss American" crown, here is Bess Myerling—with a word from Clairvoyant!



Is it true blondes have more fun? Listen to Mrs. Selma Howzfrow—

Last month, I had dull, dingy, grey hair! Then one night, my husband came home and was he surprised! I mean, he was really shocked!



Since then, he's taken me dining and dancing almost every night! And he's given me jewelry and a fur coat and a new car! And it's all because I found out about that fabulous blonde he was seeing on the side! Yep, it's true blondes have more fun! But we girls with dull, dingy grey hair still manage to end up with the husbands!



So don't let that happen to you, Girls! Get **Clairvoyant "Dull and Dingy"**—the hair coloring product for the woman with marriage on her mind! Forget about being a blonde and having all that fun! Be a "Dull and Dingy"—have all that security! And now, let's go down to Bert...



Here it is, folks—that fabulous moment we've all been waiting for! May I have the envelope, please!

The Winner for the Best Supporting Actress in a Terrible Musical is—

Hey, this is the wrong envelope! The **RIGHT** envelope, please...



The Winner, and the new "Miss American of 1967" is... **MISS WEST... Betty Booze...**



This is a wonderful moment for you, Betty! Do you—er—have the small deposit with you?

Yes, I do, Bert! Here it is... **\$10,000.00!**

Then I officially crown you "Miss American"...

Golly, gee, this is such an honor! I can hardly believe it! And I can hardly wait to see all my old friends, so I can lord it over them!



The Runner-Up, by the way, is "Miss East"—lovely **Dianne Ringer...**

Thank you, Bert! I just want to say, from the bottom of my heart, it's better than nothing!!

And now, just to wrap things up, let's bring on the Loser, **Lydia Lush, "Miss Middle"...**



Oh wait...I just realized I forgot my para-**CHU-U-U-**



OOO-UTE!!

And that's typical of all the contestants in the Annual "Miss American Pageant" folks! She wasn't content to just lose the pageant...she had to be an overachiever and lose her life!

Well, that about wraps it up for this year, Ladies and Gentlemen! If you can take this kind of slush and phony sentiment again, tune us in next year! Till then, this is Mrs. Teeth's boy, Bert, saying "Nighty-night..."





DISSIN' MAKEUP DEPT.

Once upon a time, eyebrow maintenance wasn't a monthly expense, and gym-size beauty warehouses didn't exist. Now there's a plethora of products to enhance appearance, and some vain people are obsessed. To find out if you are one of them, check out these...

Signs You're

You've sought emergency treatment for a visible pore

He gets to go before ME?! I've been out here for 15 minutes, and my ice pack is WARM!!



The kids dread "Mommy's hair time"

But we did watch *Frozen*, twice, and we're, like, super starving!



Rent money was spent on grooming equipment

Want me to touch up your brows?

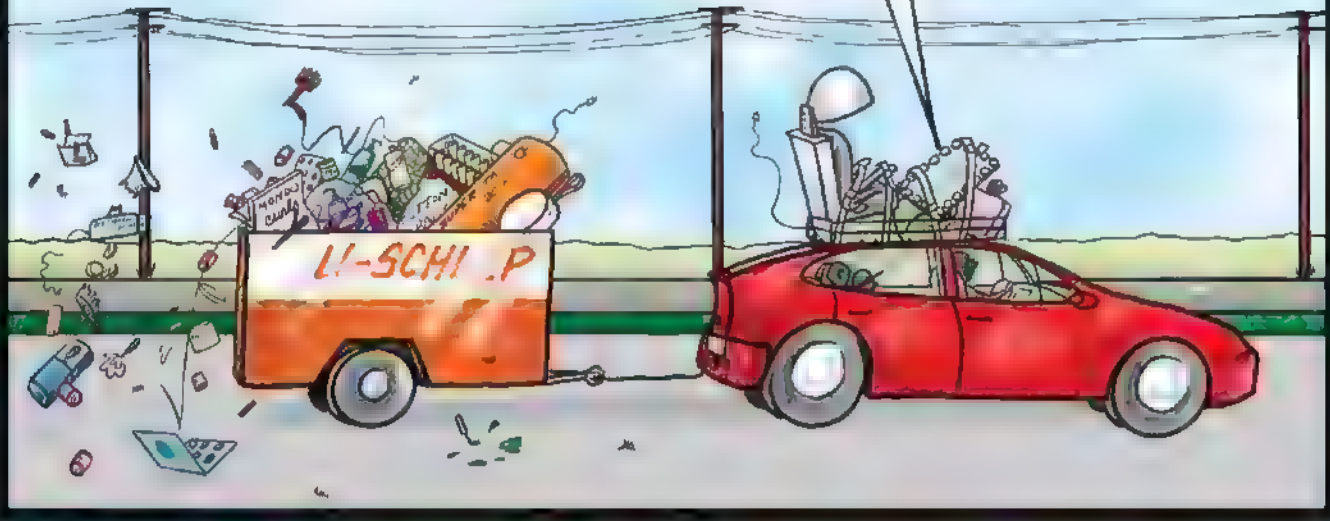


Fixated on Flawlessness

WRITER & ARTIST TERESA BURNS PARKHURST

When traveling, you need a trailer for all your supplies

All right kids, enough about not being able to bring your suitcases!



Injuries have been sustained from product avalanches

WH-WH-WHOA!



Making plans is complicated

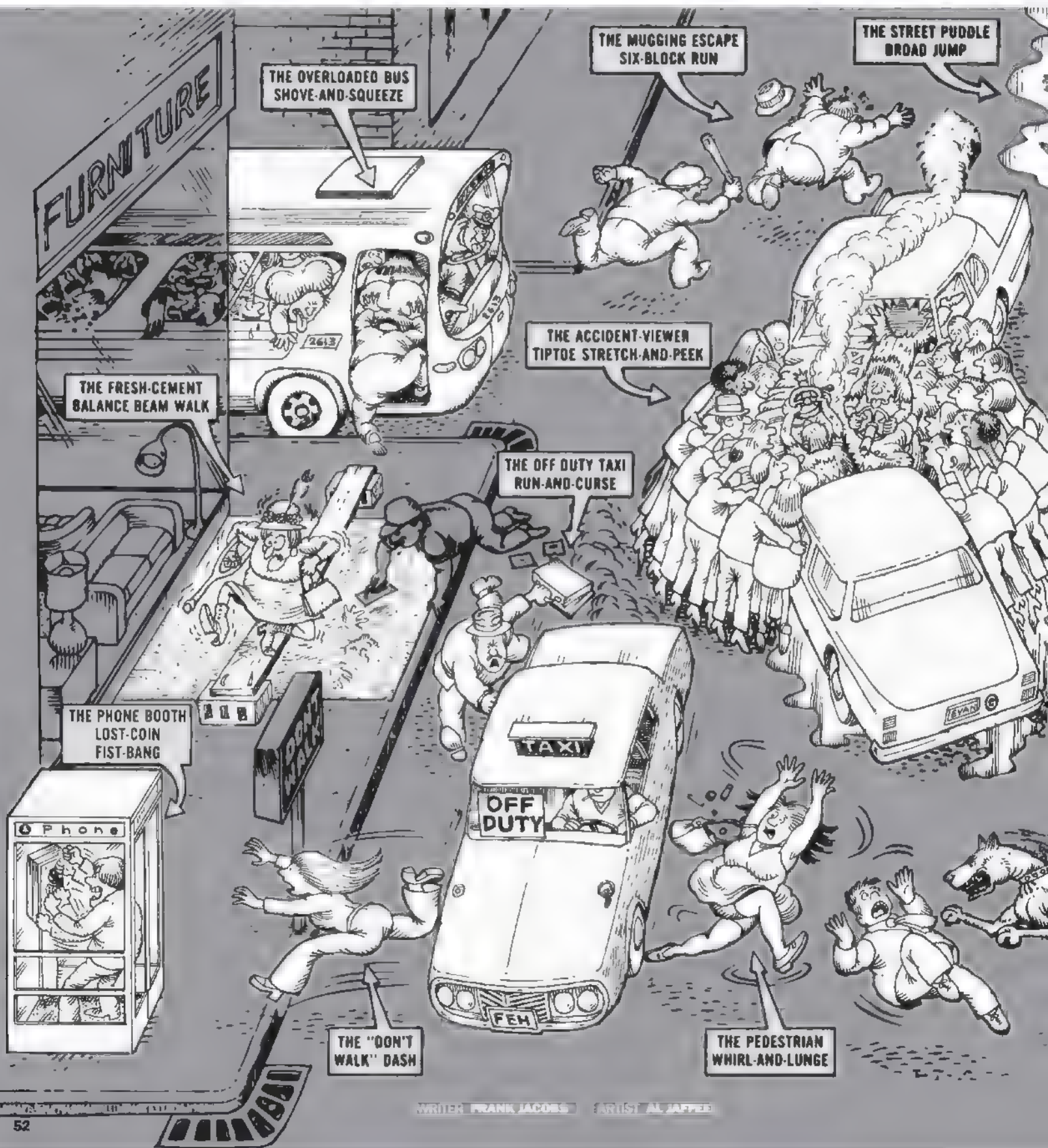
Who calls someone on a Tuesday and expects them to be ready by Friday??





We've read that people who live in big cities are becoming soft and flabby because of limited exercise. Well, cities get all sorts of exercise without even realizing it. As a matter of fact, they can't avoid it.

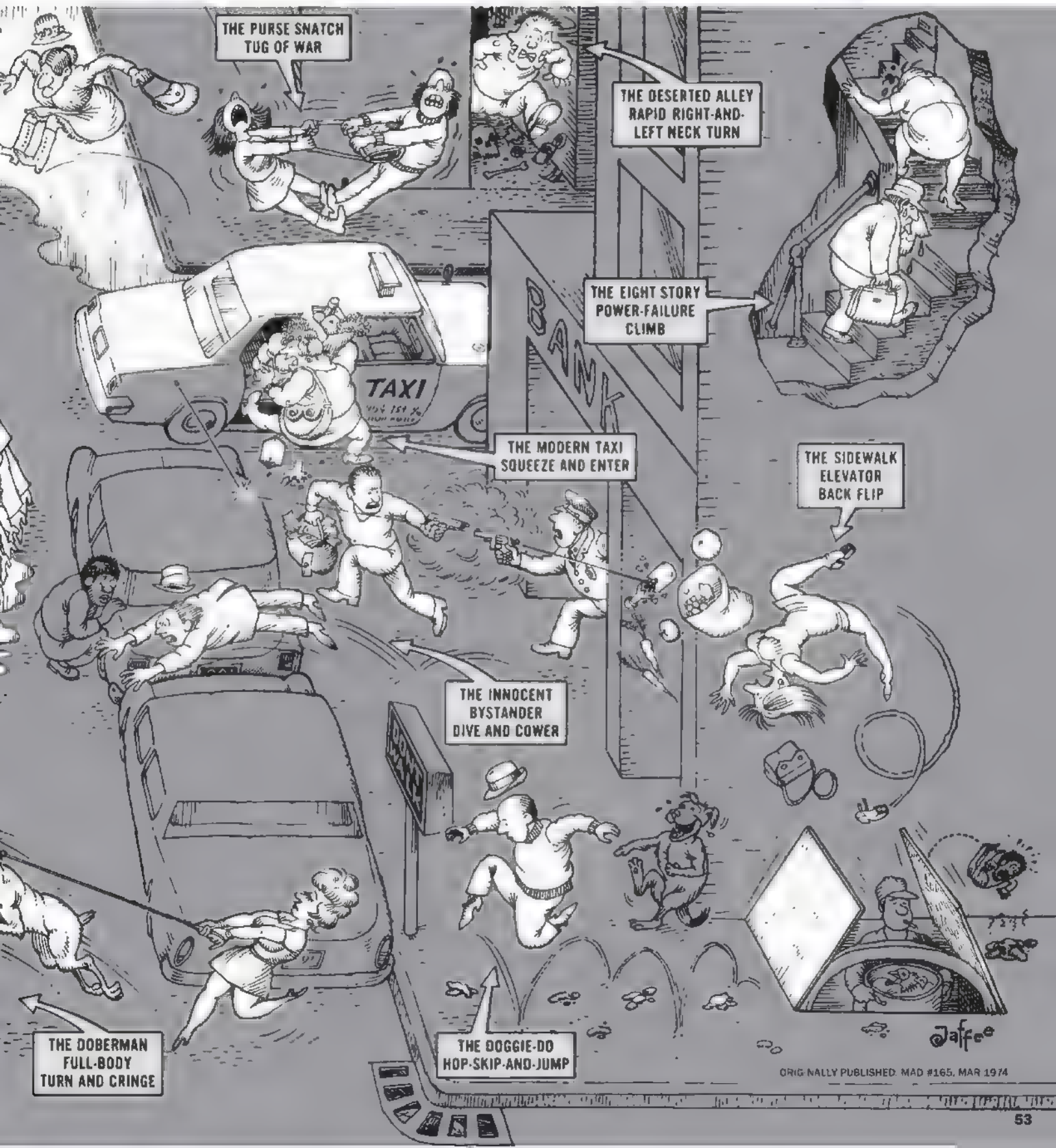
UNAVOIDABLE EXERCISES





opportunities for sports and exercise. Well, we at MAD say that's ridiculous. People who live in
void getting exercise, as you'll see in this panorama, depicting many and varied...

FOR THE URBAN DWELLER



ORIGINALLY PUBLISHED: MAD #165, MAR 1974



A MAD GUIDE TO RADICAL SELF-IMPROVEMENT

In this modern age, no one needs to be deemed a loser or an unsightly nuisance. After years of tireless (yawn) investigation, our research team at MAD has developed an easy five-step formula to radically improve your appearance. By using our highly scientific strategy, you'll not only become attractive, you'll also be extremely popular. Simply follow the instructions below. Remember, you have nothing to lose!

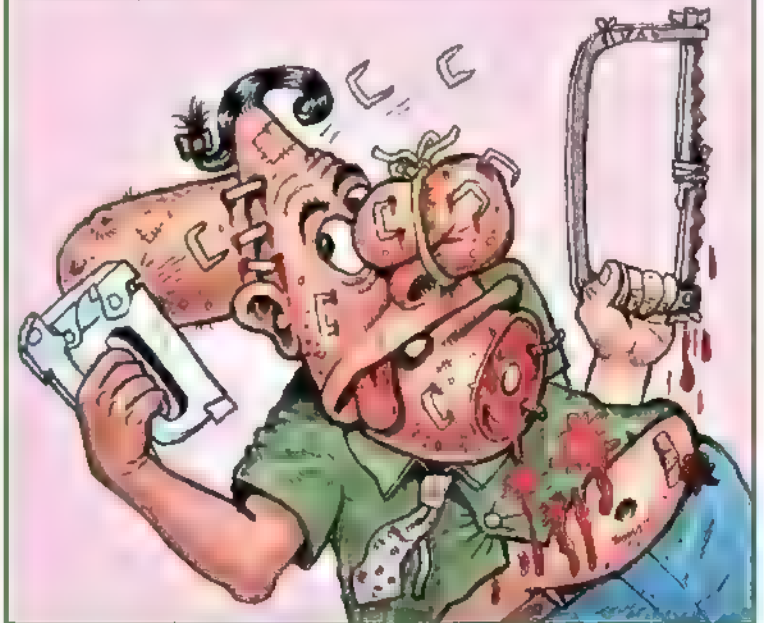
WRITER & ARTIST TOM BUNK



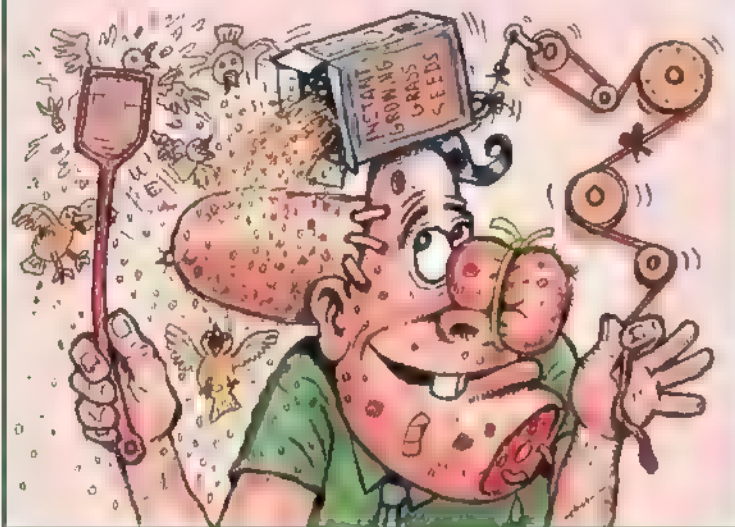
STEP ONE: To reduce your jumbo-size schnoz by 50 percent, fold it in the middle and fasten it permanently with a triple knot.



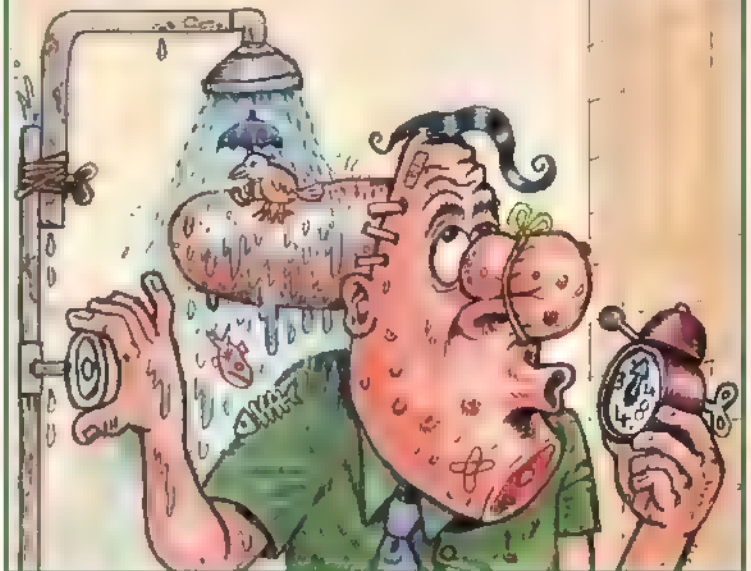
STEP TWO: Correct the flat back of your head by surgically removing your excess chin and stapling it to the occipital region.



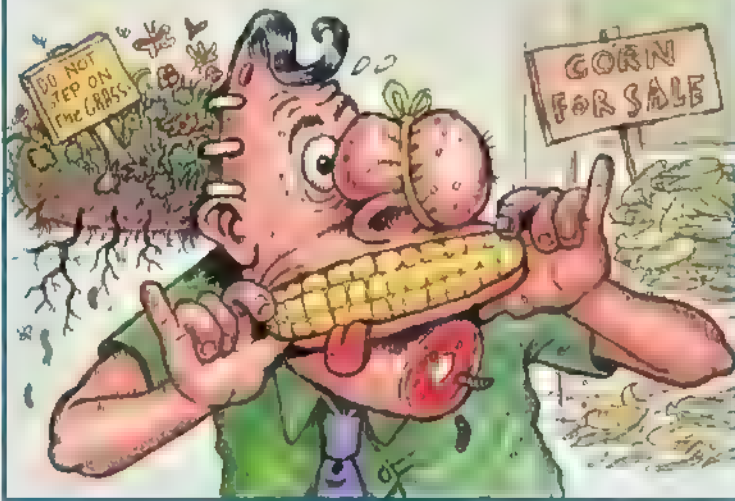
STEP THREE: There's nothing as attractive as a cool hairdo. Start growing one by sowing seeds of INSTA-GRASS on your balding head.



Then add water and wait 5-8 minutes for the seeds to sprout!



STEP FOUR: A healthy smile is crucial to success. Instead of wasting money on a dentist, just insert a corncob into your mouth.



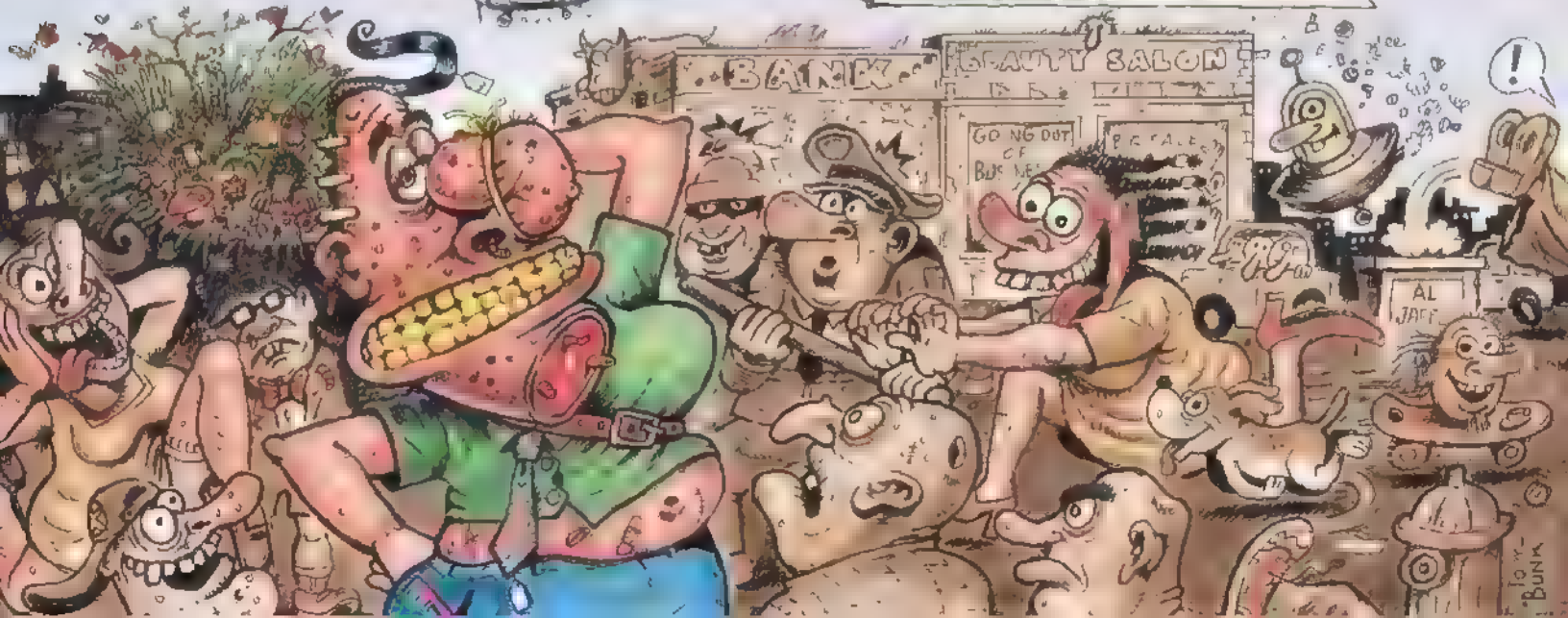
STEP FIVE:

Get rid of that oversize gut and improve your bad posture by lifting your belly up to your chest and adhering it with a belt.



CONGRATULATIONS! You have successfully completed the program and can safely step outside and mingle among regular people. As you test out your radically improved appearance, you may be surprised by the effect it will have on friends, neighbors, total strangers, and unidentified aliens.

Don't miss our next installment
"39 BADS STEPS TO OVERCOMING OLD AGE"





ROB ZOMBIE'S BEAUTY REGIMEN

WRITER PAULA SEVENBERGEN
ARTIST DEAN McADAM

HOW DOES THE HORROR MOVIE AND METAL MAESTRO STAY LOOKING SO ON-BRAND? WE GOT THE GOODS (AND THE BADS!) ON HIS DAILY ROUTINE.



Rise from my tomb and start the day by downing lemon water and two live mice.

Apply a face mask that deepens and darkens my eye sockets.

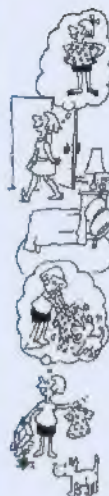
Feed the bugs in my beard.

Give my skin an Inclinator-smoke bath for maximum cragginess.

Do my forehead makeup (I like Clinique).

Drink a healthy smoothie made of almond milk, peyote, and plasma.

Meditate to better hear the demons in my head.



"Who would've thought that two members of a class-action lawsuit against a criminally negligent cosmetic surgeon could find true love?"

WRITER & ARTIST SCOTT NICKEL

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WHICH BEAUTY
TREATMENT IS
MOST EFFECTIVE
AT RAISING
EYEBROWS?

HERE WE GO WITH AN ALL-NEW MAD FOLD-IN

Feeling the pressure of today's unrealistic beauty standards, many people resort to cosmetic enhancements to alter their appearance. Of the many options available, there is one popular procedure that reliably produces a certain "look." To see which one that is, fold in as shown.

SWIPE FROM B TO A TO FOLD



ONCE CONSIDERED TABOO BY SOCIETY,
COSMETIC PROCEDURES HAVE BECOME
BROADLY ACCEPTED BY THE MASSES—AT LEAST
BY THOSE WHO CAN AFFORD THEM.
IMPLAUSIBLY ALTERED BODIES ARE TESTAMENTS
TO STATUS AND DISPOSABLE WEALTH.

Why are we giving away the Bulgin' Belly Burner™ for only \$10?
(Because we tried to give it away for \$20 and that didn't work!)

Bulgin' Belly Burner™

**AS
SEEN ON
TV***
A MAD AD
PARODY



*On Nationwide
Consumer Fraud
Reports

**Don't waste your hard-earned
cash on inferior imitations
when you can get the inferior
original for the same price!**

To see how desperate overweight people are, our Special Consumer Alert Movement (SCAM) is offering this truly amazing device.

NOT AVAILABLE IN ANY STORE

The amazing Bulgin' Belly Burner will not be sold in any store! It's only offered by mail, where you can't get your hands on one until you have already paid for it!

Use it to flatten your tummy, firm your buttocks, mow your lawn, grate your cheese, slice your eggs—just about anything you can think of!

Forget about expensive gyms, difficult rowing machines and all the ridiculous claims in this ad. Just 10 minutes with the Bulgin' Belly Burner makes you feel as nauseous as if you had worked 40 minutes with heavy weights.

IRON CLAD MONEY-BACK GUARANTEE

Use the Bulgin' Belly Burner just 10

minutes a day for 5 years. If you're not 100% delighted with the new "you," try using it 20 minutes a day for the next 10 years. If you're still not in better shape than our professional models shown above, return the unit for a full refund. (Must be in brand-new condition, in original package, to qualify. Please include a \$15 restocking charge.)

ONLY ONE BELLY BURNER PER PERSON!

Only one unit per customer may be purchased. But we won't insult your intelligence by checking to see if you sent in multiple orders, so feel free to do so!

To order, mail this original ad together with \$10 for each Bulgin' Belly Burner, plus \$19.95 postage and handling and \$12.76 insurance, and an additional \$7.95 for the translated-from-Japanese instruction sheet. Allow 6 to 8 months for us to ship it and for you to forget that you ordered it.



**Intensive back-stretch sends blood
rushing to lower abdomen and thighs!**



**Reverse leg-lifts leave hands free to
take important nutritional supplements!**



**Power sit-ups work your arteries
to their bursting point!**

Bulgin' Belly Burner, Cockamamie Products, Dept. Y-U, Gullibility, TX.

WHICH BEAUTY
TREATMENT IS
MOST EFFECTIVE
AT RAISING
EYEBROWS?

SWIPE FROM B TO A TO FOLD



A B



BREAST
IMPLANTS

A B